MAY 2010

Charlotte-Mecklenburg

CREATIVE VITALITY INDEX 2009

Introduction

This report details the findings of research on the overall health of a regions arts-related creative economy. The strongest indicator of this health is a region's score on the Creative Vitality Index™ (CVI™). The CVI™ is a robust and inclusive measure of the economic vitality of the arts and arts activities in a specified geographic or political region of the United States. Rigorously constructed and updated annually, a region's CVI™ is a credible and clear data source for arts research and advocacy purposes.

What is an Index?

An index is generally an efficient means of summarizing quantities of interrelated information and describing complex relationships. An index can be, as in the case of the CVI™, a single indicator of multiple variables and interaction between these variables. Changes in an index will reflect changes in the data used to generate the index. Standardization and unification of data mean that indexes are ideally suited for comparative analysis. The comparative nature of the CVI™ has added analytical and policy value.

What is the Creative Vitality Index™?

The Creative Vitality Index™ (CVI™) measures annual changes in the economic health of an area by integrating economic data streams from both the for-profit and nonprofit sectors. Using per capita measurements of revenue data from both for-profit and nonprofit entities as well as job data from a selection of highly creative occupations, the research aggregates the data streams into a single index value that reflects the relative economic health of a geography's creative economy. The CVI™ provides an easily comprehensible measure of economic health to help communicate information from a broad arts coalition to policy makers and stakeholders. This longitudinal data allows for compelling year-to-year comparisons as well as cross-city, county, and state comparisons. The CVI research system also provides users with a series of reports on the rise and fall of key data factors measured by the Index. The CVI™ goes beyond an annual tally of what is often inflation-driven growth in the non-profit art sector. Instead, it is a more inclusive reporting mechanism that is rooted in robust data streams that reflect the entire arts-based creative economy.

The Creative Vitality Index™ is a resource for informing public policy and supporting the work of advocates for creative economies. CVI™ reports have been used as a way to define the parameters of an area's creative economy and as a means of educating communities about the components and dynamics of a creative economy. The CVI™ is frequently used as a source of information for arts advocacy messaging and to call attention to significant changes in regional creative economies. This research has also been used to underscore the economic relationships between the for- and nonprofit sectors and as a mechanism for diagnosing a region's creative strengths and weaknesses.

What does the Creative Vitality Index™ Measure?

The CVI measures a carefully selected set of economic inputs related to the arts and creativity in a given geographic area, with measurements of both for-profit and nonprofit arts-related activities. The index has two major components including measurements of community participation based on per capita revenues of arts-related goods and services, and measurements of per capita occupational employment in the arts. The weighted indicators within the community participation portion of the index are the following: nonprofit arts organization income, nonprofit humanities organizational income, per capita book store sales, per capita music store sales, per capita photography store sales, per capita performing arts revenues, and per capita art gallery and individual artist sales. These indicators account for sixty percent of the overall index values. A forty percent weighting has been assigned to occupational employment in the arts that captures the incidence of jobs associated with measurably high levels of creative output.

The rationale for this approach is the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

Where does Creative Vitality Index™ Data Come From?

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc (EMSI). The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by nonprofit 501(c) organizations with annual gross receipts of $25,000 or more; however, organizations with smaller revenues also occasionally report.

EMSI uses a proprietary economic modeling technique to capture industry and occupational employment data. A brief synopsis of the data sources employed in this model are outlined as follows:

Industry Data
In order to capture a complete picture of industry employment, EMSI combines covered employment data from Quarterly Census of Employment and Wages (QCEW), produced by the Department of Labor, with total employment data in Regional Economic Information System (REIS), published by the Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES), published by the U.S. Census Bureau.

Occupation Data
Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Communicating CVI™ Data

Different state, local and regional organizations have undertaken multiple communication strategies for publicizing the CVI™. WESTAF has found that the best strategy for communicating CVI™ information often relies on the specifics of organizational needs. WESTAF is willing to consult individual agencies free of charge regarding communication strategies after CVI™ data have been finalized. Potential strategies include: creating low-cost communication pieces and press releases “in-house”; creating more formalized communication; using a professional designer; including a number of stories related to the local creative economies; forming working groups to discuss the creative economy and long term messaging strategies given CVI™ data; commissioning in-depth research to investigate certain aspects of CVI™ data apparent in the overall CVI™ results; and using CVI™ data as an internal policy formulation document, while communicating data to specific key stakeholders, such as legislators and executives.

Data Preview and Summary
The geographic regions studied here include the 13-county region surrounding the City of

Charlotte and Mecklenburg County. Information is also included for the Charlotte Metropolitan Statistical Area (MSA). A region's Creative Vitality™ Index value is compared to a national baseline score of 1.00. For example, a CVI™ value of 1.30 indicates that region has a stronger index value than the nation as a whole by 30%. A CVI™ value can also be generated to be compared to a specific region such as a county, state, or combined area. The unique geographic sensitivity of this measure provides arts advocates and policy makers with a clear and concise understanding of the creative economy in their particular region.

Charlotte Mecklenburg Region to the United States, 2009: 0.72
Interpretation: The CVI™ value of 0.72 reflects the strength of the region's creative economy compared to the nation. The 2009 CVI value for this region remained consistent with its 2008 values, with the same overall CVI value in 2009. While all CVI™ values for this area were below 1.00 when compared to the nation, the region's best performing individual CVI™ values included sales of musical instruments, sales of records and books, arts organization revenues, and per capita employment within the creative economy.

Charlotte Mecklenburg Region to North Carolina: 1.13
Interpretation: This value reflects the strength of the region's creative economy compared to the state. When the Charlotte Mecklenburg region is compared to the State of North Carolina, the creative significance of this region within the state is revealed. This region experienced a small improvement from 2008 to 2009, with its CVI™ value increasing from 1.12 to 1.13, indicating an increase in the creative strengths of the Charlotte region when compared to the state. This region had values above 0.90 in all categories measured by the CVI™, and only photography store sales fell below the 1.00 mark.

Charlotte Mecklenburg Region to South Arts States: 1.06
Interpretation: This CVI™ value reflects the strength of the region's creative economy compared to a region that includes the nine South Arts member states. Here, Charlotte's comparative individual CVI™ values improved for photography store sales and arts organizations, however, values related to art galleries, individual artist sales, and performing arts participation decreased. The Charlotte Mecklenburg region's CVI™ value improved from 2008 to 2009 when compared to the states in the South Arts region. Key improvements took place in arts organization revenues, which increased by nearly $17 million in Charlotte. This translated into improvement in the categorical index value from 1.27 to 1.62, indicating a strong regional improvement in arts organization revenues for Charlotte.

Charlotte-Gastonia-Rock Hill MSA to the United States: 0.92
Interpretation: This measurement includes the five counties within the Charlotte Metropolitan Statistical Area (Anson, Cabarrus, Gaston, Mecklenburg, Union, and York) compared to the United States, which has the baseline CVI™ value of 1.00. Here, the CVI™ values of the five-county region closest to Charlotte are compared with the CVI™ value of the 13-county region included in the Charlotte CVI™, 0.72. The Charlotte MSA had higher CVI™ values than Atlanta and Jacksonville, and was close to the CVI™ values for Chicago and the New Orleans MSA (see Table #5). Last year, the CVI™ value for Charlotte was higher than the New Orleans MSA, though new data indicates a small decrease in the Charlotte metro area value from 0.95 to 0.92 between 2008 and 2009.

Additional Data Points

CVI™ data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists, Inc. (EMSI). The totality of data from these streams is presented in the following section. The following are select data points in this region:

Data highlights:

- In 2009, there were over 30,000 highly creative jobs in the Charlotte Mecklenburg Region.
- Between 2008 and 2009, Charlotte Mecklenburg's creative economy experienced an increase of nearly 1,000 jobs. This was a welcome increase after a reported decrease in jobs between 2007 and 2008.
- In 2009, more than 17,000 of these jobs were in Mecklenburg County, which reported creative occupation numbers above 2007 levels.
- In 2009, Mecklenburg County's Creative Vitality Index™ value exceeded the national baseline by nearly 30%.
- In 2009, arts organization revenues increased by nearly $17 million in Charlotte. This translated into a categorical index value improvement from 1.27 to 1.62 in this region, indicating a strong regional improvement in arts organization revenues for Charlotte.
- Arts-related non-profit organizations in the 13-county Charlotte Mecklenburg region continued to increase in 2009. In 2007, the CVI™ measured $134 million in revenue from programs, investments, special events, contributions, and dues. In 2008, this number increased to more than $155 million and in 2009, this value continued to increase to $162 million
- For 2009, the 192 nonprofit organizations that reported to the IRS were classified as Arts, Culture & Humanities, an increase over the 185 organizations that reported in 2008.
- In 2009, revenues for non-profit arts organizations primarily engaged in artistic endeavors in Charlotte Mecklenberg increased by nearly $17 million in Charlotte. This translated into an increase in the categorical index value from 1.27 to 1.62, indicating a strong regional improvement in arts organization revenues for Charlotte.
- After a slight rebound in 2008, bookstore and record store sales in the region declined from $53.6 to $49.8 million in 2009.
- Both Mecklenberg and Gaston Counties were above the national average in per capita sales among book and record retailers.
- Art gallery sales increased significantly in Charlotte Mecklenburg from $9.7 million in 2006 to $13.7 million in 2007, then to $15.7 million in 2008.
- After showing growth in terms of index values, per capita dollars spent and total revenues for the past three years, musical instrument sales in the Charlotte Mecklenburg area decreased from $23 million to $18 million.
- The Occupational Index value for Mecklenburg County was the strongest of all regions at 1.32. Cabarrus County also showed regional strengths at 0.91

Creative Vitality Report Details

It is important to recall that the CVI™ score of this region is always compared to a score of 1.00. While a region might not be at the 1.00 level, this does not indicate an absence of activity. Here, it can be useful to look at the relative strength of the categorical index values being examined. Additionally, looking at refined state and regional contexts can give valuable insight to how a "low performing" region might actually be contributing positively within to a state and regional economy.

A few key terms used in the CVI™

Index: summarizes multiple sources of data into a single indicator, using one number to describe a complex set of variables, activities, and events. A few of the best-known indexes are the Dow Jones Industrial Average, the Body Mass Index (BMI) and the Consumer Price Index (CPI).

Per Capita: most simply put, per capita means the average per person. In the context of the CVI™, per capita is referring to the ratio of the CVI™ input--such as industry revenues, nonprofit revenues and jobs--to the number of people within the study area.

CVI™: a comparative indicator of a region's creative vitality, including nonprofit and for-profit arts activities; it reflects the relative economic health of a region's creative economy.

Arts Organizations: organizations that have primary missions related to serving or presenting the arts. These organizations include traditionally subsidized arts organizations such as art museums, symphonies, operas, and ballets.

Arts-Active Organizations: organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design; the concept reflects a widely accepted trend in arts research to consider how certain creative activities and occupations that do not directly produce art, but are creative and artistic in nature, deserve recognition as vital parts of a creative economy.

Location Quotient (LQ): an index value for each occupation, measuring whether or not there is a per capita concentration of an occupation within the area being measured; LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and with the nation. The location quotient approach is typically used in community analysis and planning to assess basic industries, or those exporting goods.

Creative Vitality Index™by Year

The Charlotte Mecklenburg Creative Vitality™ Index for 2009 was 0.72, the same value reported in 2008, though still remaining slightly below the 2006 figure of 0.74. Out of the specified 13-county region, Mecklenburg County showed the strongest Creative Vitality™ Index, which was calculated as 25% greater than the nation as a whole. While no other county eclipsed the 1.00 barrier, strengths were shown in Catawba and Cabarrus counties. Gaston County continues to show volatility from year to year, with a decrease in the overall CVI™ value near 2007 levels. The longitudinal data reveal interesting trends related to how creative industries and non-profits fared within this region when compared to the rest of the nation. Fluctuations in CVI™ values should be considered alongside general local, regional, and national trends. The nature of the index accounts for both the influence of national trends and inflation by recalculating national comparison data for each year. This comparative mechanism also allows for an accurate measure of local and regional trends, while accounting for the influence of national changes. Sources for the variations of CVI™ values in each year shown within the individual data streams are detailed further within this report.

Table# 1

Charlotte-Mecklenberg CVI Region Index Values, 2006-2009 (Summary)

Region	Index 2006	Index 2007	Index 2008	Index 2009
Charlotte Mecklenburg CVI Region	0.74	0.73	0.72	0.72
Totals	**0.74**	**0.73**	**0.72**	**0.72**

Source: WESTAF, ASC 2009 CVI

Table# 2

Charlotte-Mecklenberg CVI Region Index Values, 2006-2009

Region	Index 2006	Index 2007	Index 2008	Index 2009
Charlotte Mecklenburg CVI Region				
Union	0.30	0.30	0.30	0.31
Stanly	0.28	0.33	0.32	0.36
Rowan	0.26	0.24	0.24	0.25
Mecklenburg	1.31	1.29	1.28	1.25
Lincoln	0.21	0.24	0.24	0.22
Iredell	0.32	0.33	0.33	0.33
Gaston	0.52	0.42	0.57	0.38
Catawba	0.52	0.50	0.45	0.54
Cabarrus	0.54	0.65	0.59	0.65
Anson	0.35	0.17	0.19	0.22
Alexander	0.31	0.30	0.30	0.35
Chester	0.15	0.15	0.15	0.17
York	0.42	0.41	0.38	0.42
Totals	**0.74**	**0.73**	**0.72**	**0.72**

Source: WESTAF, ASC 2009 CVI

Comparison of Metropolitan Regions

Table #5 shows CVI™ comparison data for the Charlotte MSA, to ten additional MSAs including: Atlanta, Chicago, New Orleans, Raleigh, San Francisco, Seattle, Nashville, Denver, Jacksonville and Portland. MSAs contain one or more counties with a core urban area and neighboring counties that are highly socially and economically integrated. Here, the Charlotte MSA had higher CVI™ values than Atlanta, Jacksonville and is close to the Chicago

MSA CVI™ value.

A note on CVI™ values: population density and regional sensitivity are important here. The CVI™ measures the concentration of creative economic activities within a geographic area. While concentration rates, and thus CVI™ values, can be affected by changes in the size of the region being studied, CVI™ values are not necessarily tied to population and population density. For example, some states with low population numbers, such as Alaska, Wyoming, and Nevada, have high CVI™ values when compared to states with much higher populations and urban concentrations. Conversely, areas with high populations or population densities do not consistently have high CVI™ values. Certainly the complexities of urban, suburban and rural geographies and demographics play a role in the creativity and vibrancy of a region. The adjustable sensitivity of the CVI™ to precise regions is a considerable strength of this measure.

Table# 3

Charlotte MSA CVI Index Values, 2006-2009 (Summary)

Region	Index 2006	Index 2007	Index 2008	Index 2009
Charlotte-Gastonia-Rock Hill, NC-SC MSA	0.97	0.95	0.95	0.92
Totals	**0.97**	**0.95**	**0.95**	**0.92**

Source: WESTAF, ASC 2009 CVI

Table# 4

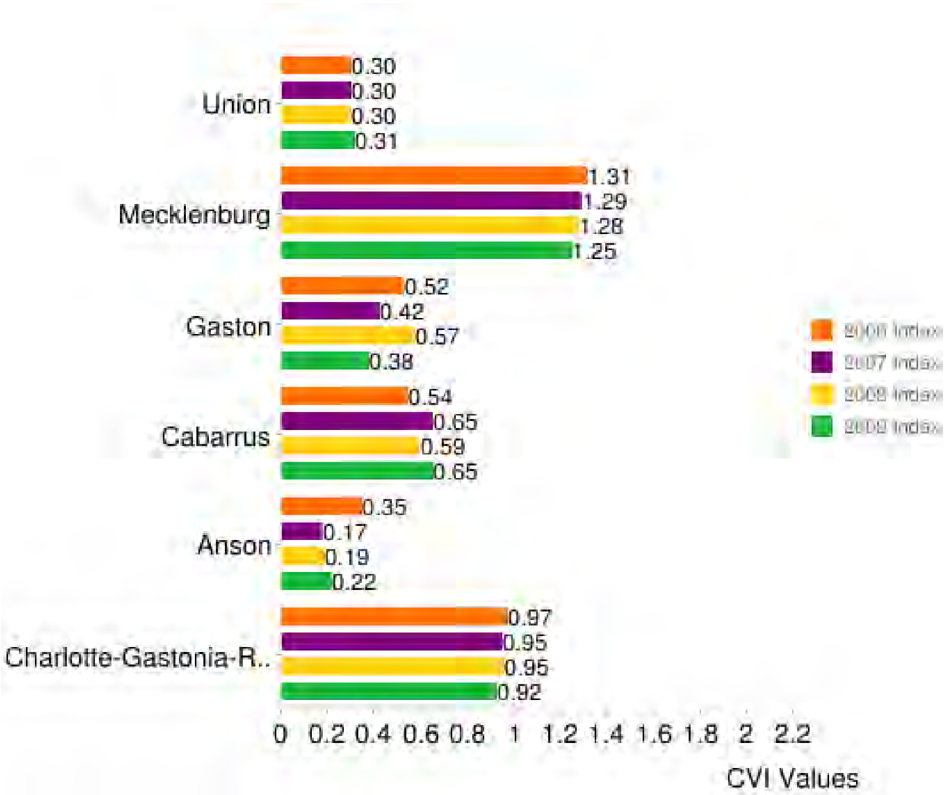
Charlotte MSA CVI Index Values, 2006-2009

Region	Index 2006	Index 2007	Index 2008	Index 2009
Charlotte-Gastonia-Rock Hill, NC-SC MSA				
Anson	0.35	0.17	0.19	0.22
Cabarrus	0.54	0.65	0.59	0.65
Gaston	0.52	0.42	0.57	0.38
Mecklenburg	1.31	1.29	1.28	1.25
Union	0.30	0.30	0.30	0.31
Totals	**0.97**	**0.95**	**0.95**	**0.92**

Source: WESTAF, ASC 2009 CVI

Chart# 1

Comparative CVI



Source: WESTAF, ASC 2009 CVI

Table# 5

Charlotte MSA Compared, 2006-2009 (Summary)

Region	Index 2006	Index 2007	Index 2008	Index 2009
Atlanta-Sandy Springs-Marietta, GA MSA	0.92	0.93	0.89	0.87
Charlotte-Gastonia-Rock Hill, NC-SC MSA	0.97	0.95	0.95	0.92
Chicago-Naperville-Joliet, IL-IN-WI MSA	1.03	1.00	0.98	1.00
Denver-Aurora-Broomfield, CO MSA	1.26	1.28	1.22	1.28
Jacksonville, FL MSA	0.71	0.72	0.73	0.73
Nashville-Davidson–Murfreesboro–Fran..	2.13	2.03	1.97	2.04
New Orleans-Metairie-Kenner, LA MSA	1.02	0.95	0.91	0.96
Portland-Vancouver-Hillsboro, OR-WA MS	1.16	1.12	1.17	1.18
Raleigh-Cary, NC MSA	1.03	0.97	1.02	0.97
San Fransisco-Oakland-Fremont, CA MSA	1.67	1.69	1.65	1.65
Seattle-Tacoma-Bellevue, WA MSA	1.40	1.38	1.43	1.44
Totals	**1.23**	**1.21**	**1.19**	**1.20**

Source: WESTAF, ASC 2009 CVI

Charlotte Mecklenburg vs. The United States, Southern State and North Carolina CVI™ Values and Calculations, 2009

Tables #6 through #8 show the summarized data versus the national average for the Charlotte Mecklenburg area when compared to the nation, the region, and the state. This mechanism allows for a defined scoping process that allows the CVI to determine nation and regional creative strengths in a given area. While there is variation among CVI values, 2009 data again shows that musical instrument store sales, book and record store sales, jobs and arts organization revenues are the strenghts of Charlotte's creative economy.

Table# 6

Charlotte-Mecklenberg CVI Region vs. The United States, 2009

Region A: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

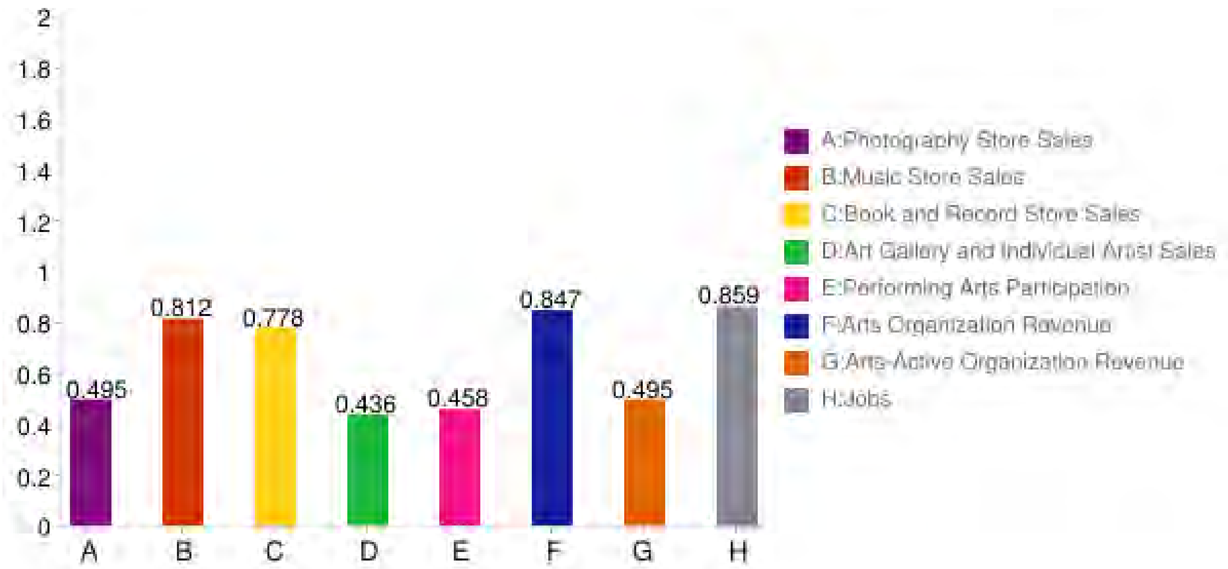
Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2009			
Population	2,408,624	307,006,550	
Industry Data			
Photography Store Sales	$4,464,000	$1,150,165,000	0.495
Music Store Sales	$18,588,000	$2,916,567,000	0.812
Book and Record Store Sales	$49,805,000	$8,154,589,000	0.778
Art Gallery and Individual Artist Sales	$130,651,000	$38,192,381,000	0.436
Performing Arts Participation	$54,842,000	$15,252,498,000	0.458
Non Profit Data			
Arts Organization Revenue	$99,111,896	$14,911,005,244	0.847
Arts-Active Organization Revenue	$62,970,360	$16,212,378,473	0.495
Occupation Data			
Total Jobs	30,226	4,483,793	0.859
Total CVI : 0.718			

Source: WESTAF, ASC 2009 CVI

Chart# 2

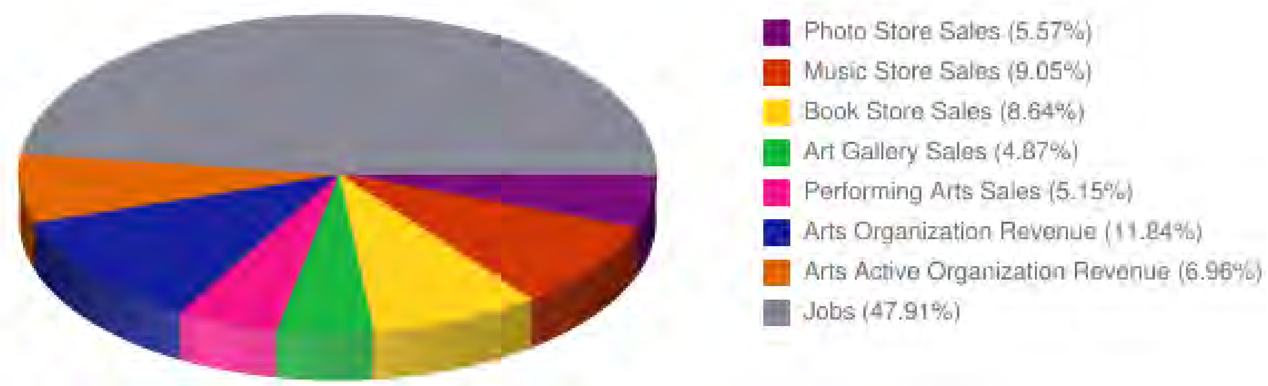
CVI Values by Category 2009



Source: WESTAF, ASC 2009 CVI

Chart# 3

Contributions to the CVI after Weighting Inputs 2009



Source: WESTAF, ASC 2009 CVI

Table# 7

Charlotte-Mecklenberg CVI Region vs. North Carolina, 2009

Region A: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

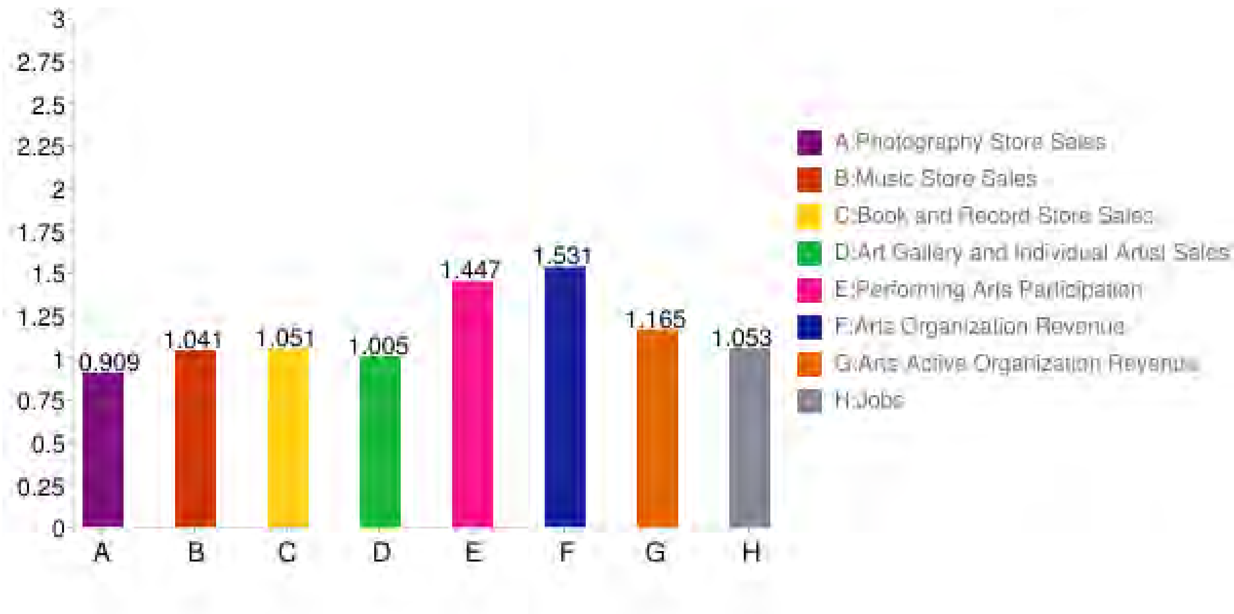
Region B: North Carolina

Description	Region A	Region B	Categorical Index
Year - 2009			
Population	2,408,624	9,380,884	
Industry Data			
Photography Store Sales	$4,464,000	$19,116,000	0.909
Music Store Sales	$18,588,000	$69,546,000	1.041
Book and Record Store Sales	$49,805,000	$184,560,000	1.051
Art Gallery and Individual Artist Sales	$130,651,000	$506,319,000	1.005
Performing Arts Participation	$54,842,000	$147,567,000	1.447
Non Profit Data			
Arts Organization Revenue	$99,111,896	$252,141,651	1.531
Arts-Active Organization Revenue	$62,970,360	$210,554,511	1.165
Occupation Data			
Total Jobs	30,226	111,781	1.053
Total CVI : 1.127			

Source: WESTAF, ASC 2009 CVI

Chart# 4

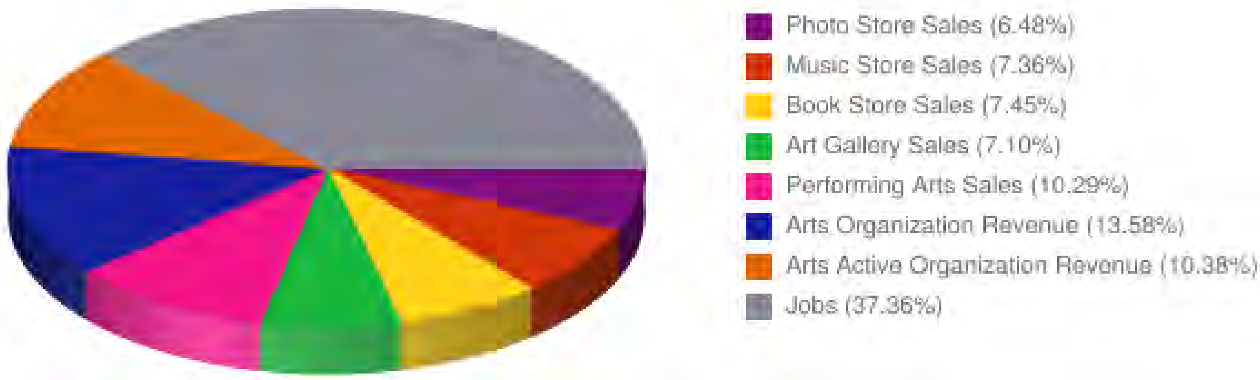
CVI Values by Category 2009



Source: WESTAF, ASC 2009 CVI

Chart# 5

Contributions to the CVI after Weighting Inputs 2009



Source: WESTAF, ASC 2009 CVI

Table# 8

Charlotte-Mecklenberg CVI Region vs. Southern States, 2009

Region A: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

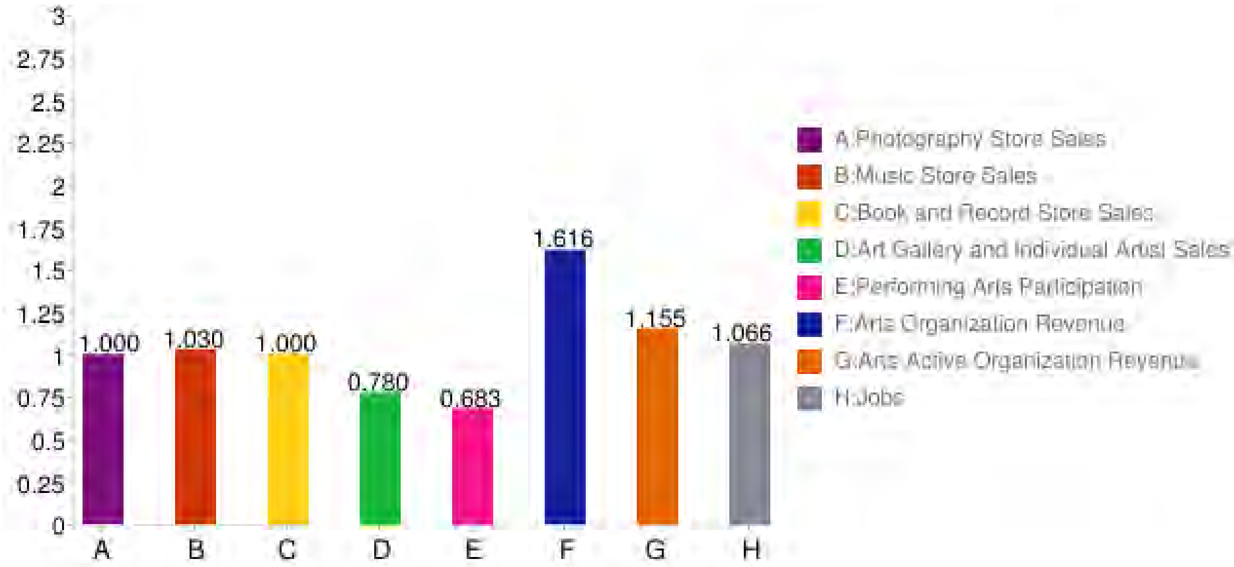
Region B: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee

Description	Region A	Region B	Categorical Index
Year - 2009			
Population	2,408,624	65,072,453	
Industry Data			
Photography Store Sales	$4,464,000	$120,586,000	1.000
Music Store Sales	$18,588,000	$487,531,000	1.030
Book and Record Store Sales	$49,805,000	$1,345,134,000	1.000
Art Gallery and Individual Artist Sales	$130,651,000	$4,524,212,000	0.780
Performing Arts Participation	$54,842,000	$2,168,903,000	0.683
Non Profit Data			
Arts Organization Revenue	$99,111,896	$1,656,918,624	1.616
Arts-Active Organization Revenue	$62,970,360	$1,472,635,263	1.155
Occupation Data			
Total Jobs	30,226	765,929	1.066
Total CVI : 1.063			

Source: WESTAF, ASC 2009 CVI

Chart# 6

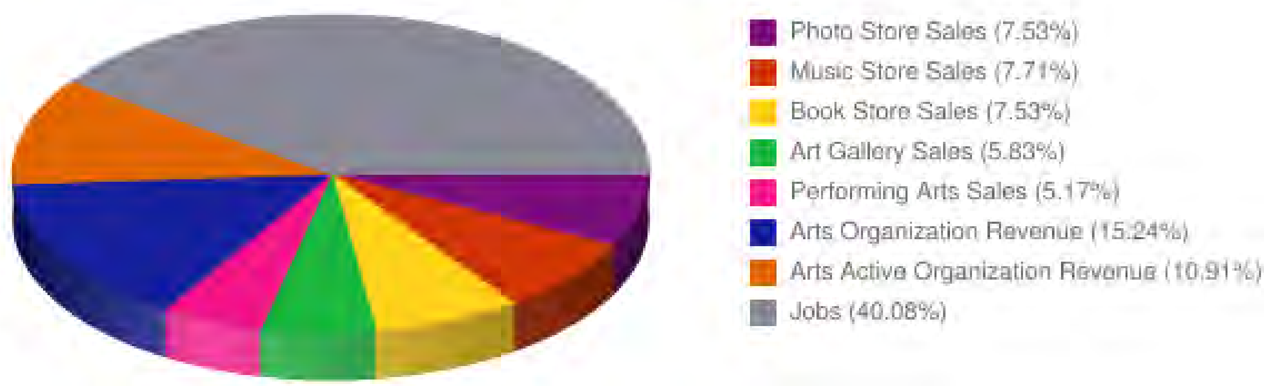
CVI Values by Category 2009



Source: WESTAF, ASC 2009 CVI

Chart# 7

Contributions to the CVI after Weighting Inputs 2009



Source: WESTAF, ASC 2009 CVI

Charlotte Mecklenburg Arts Organizations by Type, 2009

The region reported 192 arts-related organizations within the 2009 data. In 2009, the largest proportional share of arts organizations were theater organizations, followed by arts and humanities councils and dance organizations. Cultural and ethnic awareness groups, historical societies and historical preservation organizations made up the largest proportional share of the region's arts-active organizations.

Table# 9

Charlotte-Mecklenberg CVI Region Arts Organizations, 2009

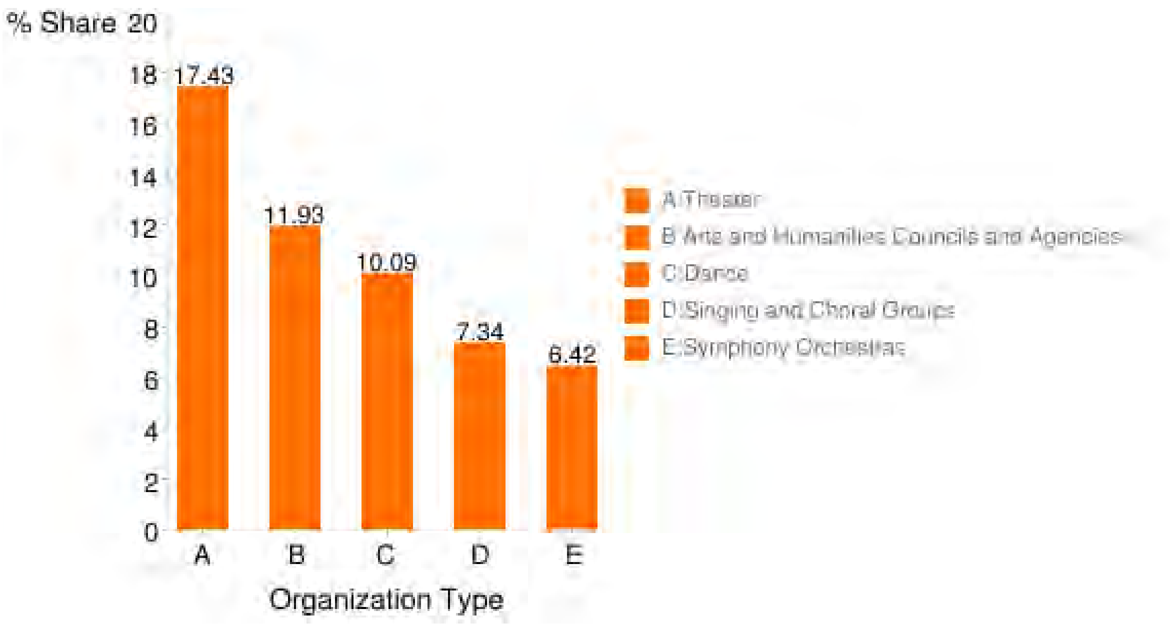
Regions : Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Arts Organizations 2009	Number	Share	Arts-Active Organizations 2009	Number	Share
Art Museums	5	4.59%	Other Arts & Culture Organizations	0	0.00%
Arts & Culture	4	3.67%	Fund Raising & Fund Distribution	3	3.61%
Arts & Humanities Councils & Agencies	13	11.93%	Management & Technical Assistance	1	1.20%
Arts Education	5	4.59%	Professional Societies & Associations	1	1.20%
Arts Services	1	0.92%	Single Organization Support	6	7.23%
Alliances & Advocacy	2	1.83%	Other Arts & Culture Support Organzations	0	0.00%
Ballet	4	3.67%	Children's Museums	1	1.20%
Bands & Ensembles	7	6.42%	Commemorative Events	2	2.41%
Dance	11	10.09%	Community Celebrations	1	1.20%
Film & Video	1	0.92%	Cultural/Ethnic Awareness	10	12.05%
Folk Arts	1	0.92%	Fairs	2	2.41%
Music	7	6.42%	Folk Arts Museums	0	0.00%
Opera	3	2.75%	Historical Organizations	16	19.28%
Performing Arts	3	2.75%	Historical Societies & Historic Preservation	10	12.05%
Performing Arts Centers	3	2.75%	History Museums	6	7.23%
Singing & Choral Groups	8	7.34%	Humanities	3	3.61%
Symphony Orchestras	7	6.42%	Media & Communications	0	0.00%
Theater	19	17.43%	Museums	9	10.84%
Visual Arts	5	4.59%	Natural History & Natural Science Museums	0	0.00%
	0	0.00%	Performing Arts School	5	6.02%
	0	0.00%	Printing & Publishing	3	3.61%
	0	0.00%	Radio	1	1.20%
	0	0.00%	Research Institutes & Public Policy Analysis	0	0.00%
	0	0.00%	Science & Technology Museums	2	2.41%
	0	0.00%	Television	1	1.20%
Totals	**109**	**100%**	**Totals**	**83**	**100%**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Chart# 8

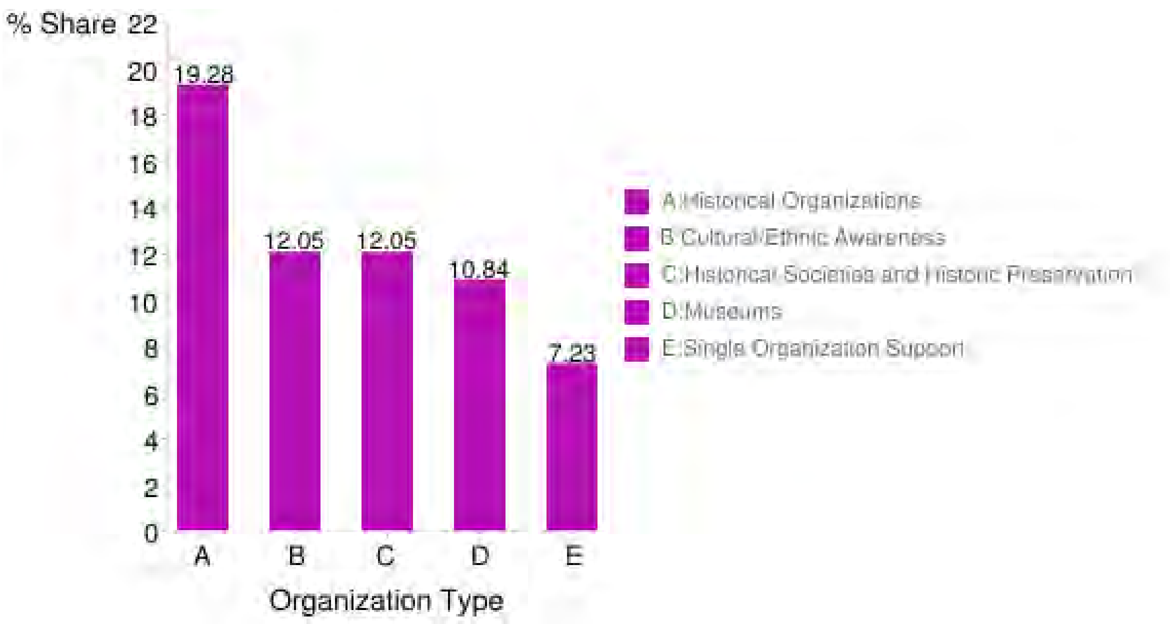
Arts Organizations %Share 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Chart# 9

Arts-Active Organizations %Share 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Non-profit Arts Organizations by Income and Index, 2009

Arts organizations are generally qualified within the CVI™as organizations with a primary mission in presenting or serving media that are traditionally categorized as the arts. These types of organizations include the traditionally subsidized arts such as visual arts museums, symphonies, operas, ballets, and theaters. 2009 data revealed that $99.1 million in revenue was reported for non-profit arts organizations within the Charlotte-Mecklenburg region. The greatest proportion of these revenues came from program revenues and contributions in 2009. Organization revenues measured within the CVI™ can be affected by the number of organizations reporting from year to year; categorization and general reporting errors as submitted by individual agencies; disbursements of federal grants; and individual organizations' fundraising efforts, such as capital campaigns. Generally, these fluctuations occur throughout non-profit revenue measurements across the nation as reported in this study. As a result, annual CVI™ values provide a more informative indicator of non-profit organization health than the total revenue figures. However, revenue figures as aggregated within this study provide a substantive approximation of the dollar amounts going to non-profit arts organizations within a reporting period.

Table# 10

Charlotte-Mecklenberg Arts Organization Income, 2009 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Charlotte Mecklenburg CVI..	$36,263,300	$3,154,636	$2,006,993	$57,403,353	$283,614	$99,111,896
Totals	**$36,263,300**	**$3,154,636**	**$2,006,993**	**$57,403,353**	**$283,614**	**$99,111,896**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Table# 11

Charlotte-Mecklenberg Arts Organization Income, 2009

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Charlotte Mecklenburg CVI Region						
Union	$32,426	$10,644	$59,057	$392,350	$0	$494,477
Stanly	$46,486	$2,223	$86,428	$135,680	$0	$270,817
Rowan	$337,951	$21,132	$32,213	$1,895,821	$20,961	$2,308,078
Mecklenburg	$32,959,931	$2,637,040	$1,062,526	$48,137,671	$133,643	$84,930,811
Lincoln	$102,076	$5,736	$84,289	$265,181	$0	$457,282
Iredell	$54,607	$118	$0	$6,609	$0	$61,334
Gaston	$82,552	$14,342	$92,382	$472,777	$40,920	$702,973
Catawba	$692,412	$428,847	$413,259	$4,511,666	$24,635	$6,070,819
Cabarrus	$163,572	$9,443	$108,919	$795,414	$10,385	$1,087,733
Anson	$15,148	$14,276	$12,705	$52,400	$0	$94,529
Alexander	$0	$0	$0	$0	$0	$0
Chester	$893	$0	$17,167	$647	$0	$18,707
York	$1,775,246	$10,835	$38,048	$737,137	$53,070	$2,614,336
Totals	**$36,263,300**	**$3,154,636**	**$2,006,993**	**$57,403,353**	**$283,614**	**$99,111,896**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Chart# 10

Charlotte-Mecklenberg Arts Organization Income, 2009

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Table# 12

Charlotte-Mecklenberg Arts Organization Index, 2009 (Summary)

Region	Total Revenues	Per Capita	Index
Charlotte Mecklenburg CVI Region	$99,111,896	41.15	0.85
Totals	**$99,111,896**	**41.15**	**0.85**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Table# 13

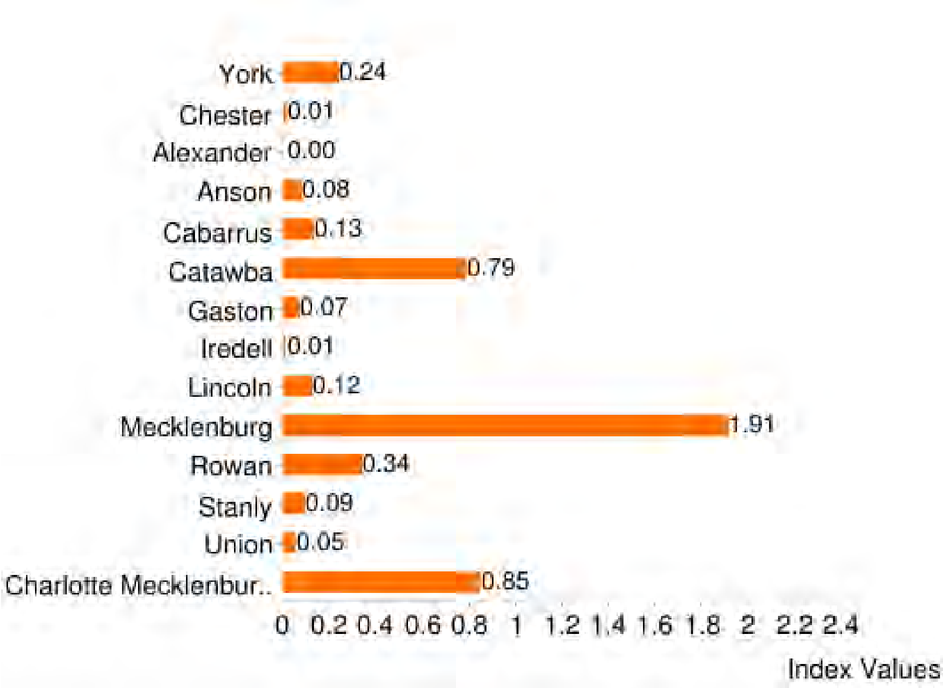
Charlotte-Mecklenberg Arts Organization Index, 2009

Region	Total Revenues	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$494,477	2.49	0.05
Stanly	$270,817	4.53	0.09
Rowan	$2,308,078	16.39	0.34
Mecklenburg	$84,930,811	92.96	1.91
Lincoln	$457,282	6.01	0.12
Iredell	$61,334	0.39	0.01
Gaston	$702,973	3.36	0.07
Catawba	$6,070,819	38.15	0.79
Cabarrus	$1,087,733	6.32	0.13
Anson	$94,529	3.77	0.08
Alexander	$0	0.00	0.00
Chester	$18,707	0.58	0.01
York	$2,614,336	11.52	0.24
Totals	**$99,111,896**	**41.15**	**0.85**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Chart# 11

Charlotte-Mecklenberg Arts Organization Index, 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Non-profit Arts-Active Organizations by Income and Index, 2009

Arts-active organizations are generally qualified within the CVI™ as organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design. Additionally, there are inherently close ties between humanities, culture, and the arts. $62.9 million in revenues was reported for non-profit arts-active organizations in the Charlotte-Mecklenburg region in 2009.

Table# 14

Charlotte-Mecklenberg Arts-Active Organization Index, 2009 (Summary)

Region	Total Revenues	Per Capita	Index
Charlotte Mecklenburg CVI Region	$99,111,896	41.15	0.85
Totals	**$99,111,896**	**41.15**	**0.85**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Table# 15

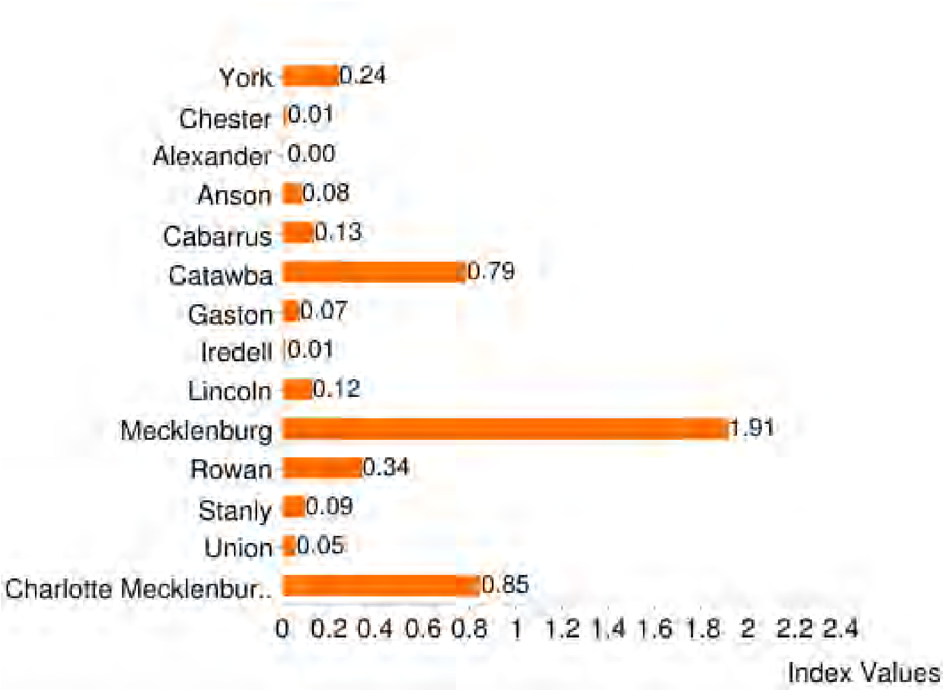
Charlotte-Mecklenberg Arts-Active Organization Index, 2009

Region	Total Revenues	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$494,477	2.49	0.05
Stanly	$270,817	4.53	0.09
Rowan	$2,308,078	16.39	0.34
Mecklenburg	$84,930,811	92.96	1.91
Lincoln	$457,282	6.01	0.12
Iredell	$61,334	0.39	0.01
Gaston	$702,973	3.36	0.07
Catawba	$6,070,819	38.15	0.79
Cabarrus	$1,087,733	6.32	0.13
Anson	$94,529	3.77	0.08
Alexander	$0	0.00	0.00
Chester	$18,707	0.58	0.01
York	$2,614,336	11.52	0.24
Totals	**$99,111,896**	**41.15**	**0.85**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Chart# 12

Charlotte-Mecklenberg Arts-Active Organization Index, 2009



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Table# 16

Charlotte-Mecklenberg Arts-Active Organization Income, 2009 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Charlotte Mecklenburg CVI..	$13,751,779	$1,612,168	$3,122,274	$43,533,432	$950,707	$62,970,360
Totals	**$13,751,779**	**$1,612,168**	**$3,122,274**	**$43,533,432**	**$950,707**	**$62,970,360**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Table# 17

Charlotte-Mecklenberg Arts-Active Organization Income, 2009

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Charlotte Mecklenburg CVI Region						
Union	$26,550	$41	$45,140	$147,111	$1,045	$219,887
Stanly	$0	$71	$129,327	$11,147	$0	$140,545
Rowan	$217,139	$201,643	$877,006	$983,642	$77,140	$2,356,570
Mecklenburg	$11,545,240	$1,027,248	$1,376,892	$28,983,594	$448,575	$43,381,549
Lincoln	$0	$0	$0	$0	$0	$0
Iredell	$38,187	$7,528	$21,163	$264,056	$35,890	$366,824
Gaston	$495,106	$61,052	$22,524	$1,259,568	$0	$1,838,250
Catawba	$1,047,600	$160,928	$434,325	$3,724,798	$135,664	$5,503,315
Cabarrus	$94,802	$19,962	$14,824	$111,977	$0	$241,565
Anson	$0	$2,196	$4,195	$70,075	$0	$76,466
Alexander	$0	$0	$0	$37,875	$0	$37,875
Chester	$0	$0	$0	$0	$0	$0
York	$287,155	$131,499	$196,878	$7,939,589	$252,393	$8,807,514
Totals	**$13,751,779**	**$1,612,168**	**$3,122,274**	**$43,533,432**	**$950,707**	**$62,970,360**

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations, ASC 2009 CVI

Chart# 13

Charlotte-Mecklenberg Arts-Active Organization Income, 2009

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org, ASC 2009 CVI

Occupational Index

The occupational index of the arts measures the level of creative occupations per capita in a given geographic area compared with national per capita occupational employment. The CVI™ measures 36 selected occupational categories that are highly correlated with measured skill sets in thinking creatively, originality, and fine arts knowledge as measured by the Employment and Training Administration's "O*NET" occupational network database. Given this meticulous selection of occupations, the CVI™ presents an extremely justifiable measure of creative economy employment.

Location quotients, (LQs) are essentially "index values" for each individual occupation, that measure whether or not there is a per capita concentration of an occupation within the study area. The national standard LQ is 1.00. The strengths and weaknesses of occupational employment categories as measured by an LQ can provide important information about industry prevalence within a region's creative sector.

It is important to note that in low population areas there can be large percentage shifts for certain occupations when small numbers of occupations change. Also, certain occupations which have large numbers of part-time workers that seem excessive in relation to the population. For example, the occupation "photographer" may show very high employment levels, but it mainly consists of freelance and part-time practitioners. In these instances, it is beneficial to focus on the LQ of the occupation rather than the number of jobs or the percentage change.

The Charlotte Mecklenburg CVI™ Region Occupational Index remained relatively stable, decreasing slightly from 0.87 to 0.86 from 2008 to 2009, a rate slightly below the national average. Table #19 shows all occupations within the Charlotte region by county. This data shows how creative occupations are distributed throughout the metro area. While the CVI™ value remained stable, regional jobs increased at a rate of 2.2% from 2007 to 2009.

Mecklenburg County has by far the highest number of jobs within the occupational categories measured here. Cabarrus County also holds a relatively high Occupational Index, and experienced job growth in 2009 after reporting losses in 2008. This points to relative stability, which is impressive, given general economic conditions.

Table #20 presents the detailed job numbers in the Charlotte Mecklenburg Region for each occupation measured by the CVI™.

Chart #19 shows that the most highly concentrated employment types for Charlotte Mecklenburg, when compared with the nation in 2009, are within the the occupational categories: Architects, Broadcast Technicians, Directors, Religious Activities, Musicians and Singers, and Interior Designers.

Tables #22 through #27 give detailed job and location quotient data for Mecklenberg, Catawba, and Carrabus counties.

Table# 18

Charlotte-Mecklenberg Creative Occupations by Region, 2007-2009 (Summary)

Region	2007 Jobs	2008 Jobs	2009 Jobs	#Change	%Change	2007 Index	2008 Index	2009 Index
Charlotte Mecklenburg CVI Region	29,574	29,247	30,226	652	2.20%	0.89	0.87	0.86
Totals	**29,574**	**29,247**	**30,226**	**652**	**2.20%**	**0.89**	**0.87**	**0.86**

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 19

Charlotte-Mecklenberg Creative Occupations by Region, 2007-2009

Region	2007 Jobs	2008 Jobs	2009 Jobs	#Change	%Change	2007 Index	2008 Index	2009 Index
Charlotte Mecklenburg CVI Region								
Union	1,460	1,543	1,553	93	6.37%	0.55	0.56	0.54
Stanly	390	397	398	8	2.05%	0.46	0.46	0.46
Rowan	684	753	735	51	7.46%	0.35	0.38	0.36
Mecklenburg	17,288	16,829	17,326	38	0.22%	1.39	1.32	1.30
Lincoln	385	405	418	33	8.57%	0.37	0.38	0.38
Iredell	1,364	1,405	1,434	70	5.13%	0.63	0.63	0.62
Gaston	1,842	1,898	2,030	188	10.21%	0.63	0.64	0.67
Catawba	1,372	1,318	1,411	39	2.84%	0.61	0.59	0.61
Cabarrus	2,262	2,198	2,343	81	3.58%	0.96	0.91	0.93
Anson	126	112	128	2	1.59%	0.35	0.31	0.35
Alexander	321	294	319	-2	-0.62%	0.61	0.56	0.59
Chester	148	158	176	28	18.92%	0.32	0.34	0.37
York	1,932	1,937	1,955	23	1.19%	0.64	0.62	0.59
Totals	**29,574**	**29,247**	**30,226**	**652**	**2.20%**	**0.89**	**0.87**	**0.86**

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 20

Charlotte-Mecklenberg Creative Occupations, 2007-2009

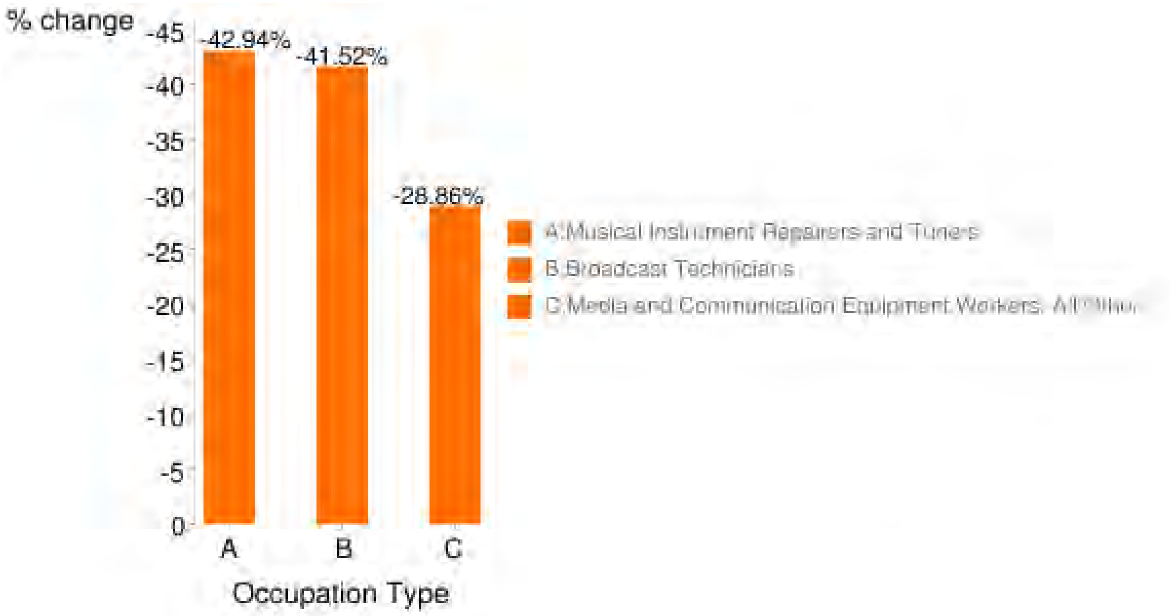
Regions : Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	403	528	517	28.29
Advertising and Promotions Managers	317	302	254	-19.87
Agents and Business Managers of Artists,Performers, and Athletes	440	371	325	-26.14
Architects, Except Landscape and Naval	1,633	1,503	1,325	-18.86
Art Directors	697	658	720	3.30
Audio and Video Equipment Technicians	240	224	224	-6.67
Broadcast Technicians	513	404	300	-41.52
Camera Operators, Television, Video, and Motion Picture	156	162	170	8.97
Choreographers	133	120	103	-22.56
Commercial and Industrial Designers	645	479	482	-25.27
Dancers	141	137	127	-9.93
Directors, Religious Activities	1,468	1,482	1,485	1.16
Editors	1,177	836	936	-20.48
Fashion Designers	385	370	418	8.57
Film and Video Editors	254	215	219	-13.78
Fine Artists including Painters, Sculptors, and Illustrators	580	608	643	10.86
Floral Designers	713	688	660	-7.43
Graphic Designers	1,388	1,765	1,895	36.53
Interior Designers	943	885	819	-13.15
Landscape Architects	434	395	385	-11.29
Librarians	1,048	1,271	1,274	21.56
Media and Communication Equipment Workers, All Other	201	202	143	-28.86
Media and Communication Workers, All Other	924	714	777	-15.91
Multi-Media Artists and Animators	613	612	712	16.15
Music Directors and Composers	1,326	1,325	1,762	32.88
Musical Instrument Repairers and Tuners	170	167	97	-42.94
Musicians and Singers	2,154	2,129	2,139	-0.70
Photographers	4,087	4,399	4,829	18.16
Producers and Directors	786	769	730	-7.12
Public Relations Managers	533	505	441	-17.26
Public Relations Specialists	1,878	1,970	1,770	-5.75
Radio and Television Announcers	372	219	419	12.63
Set and Exhibit Designers	375	376	375	0.00
Sound Engineering Technicians	110	129	132	20.00
Technical Writers	235	279	298	26.81
Writers and Authors	2,102	2,049	2,321	10.42
Total	**29,574**	**29,247**	**30,226**	**2.20**

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

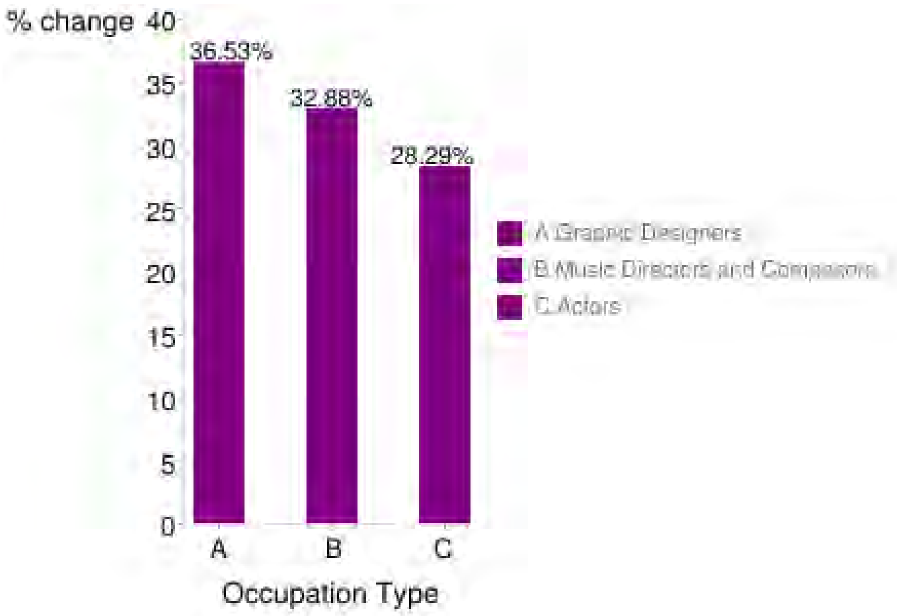
Chart# 14

Charlotte-Mecklenberg Creative Occupations, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 15



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 21

Charlotte-Mecklenberg CVI Region Location Quotients, 2008-2009

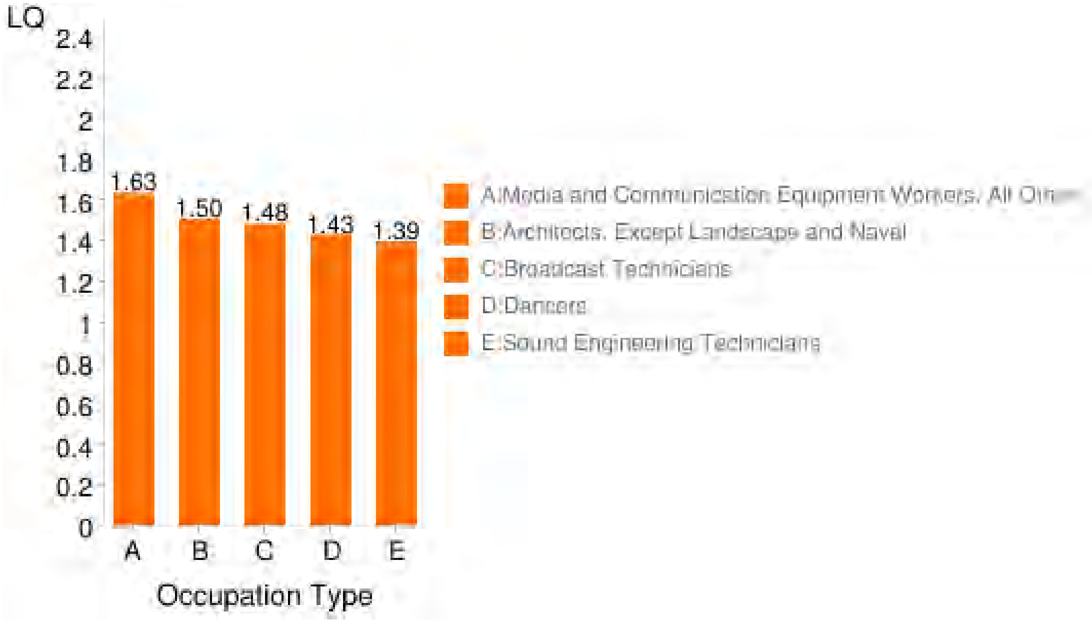
Regions : Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Occupation Type	2008 State LQ	2009 State LQ	2008 National LQ	2009 National LQ
Actors	1.11	1.13	0.70	0.68
Advertising and Promotions Managers	1.07	1.08	0.74	0.65
Agents and Business Managers of Artists,Performers, and Athletes	1.24	1.12	0.96	0.84
Architects, Except Landscape and Naval	1.50	1.52	1.29	1.20
Art Directors	0.94	0.96	0.65	0.70
Audio and Video Equipment Technicians	0.91	0.87	0.56	0.52
Broadcast Technicians	1.48	1.30	1.35	1.07
Camera Operators, Television, Video, and Motion Picture	1.31	1.36	0.75	0.81
Choreographers	1.32	1.01	0.68	0.53
Commercial and Industrial Designers	1.00	1.00	0.82	0.81
Dancers	1.43	1.40	0.84	0.81
Directors, Religious Activities	1.25	1.18	1.50	1.48
Editors	1.00	1.07	0.66	0.74
Fashion Designers	1.09	1.12	0.80	0.85
Film and Video Editors	1.32	1.42	1.00	1.03
Fine Artists including Painters, Sculptors, and Illustrators	0.99	0.94	0.77	0.76
Floral Designers	0.92	0.94	0.90	0.86
Graphic Designers	1.07	1.09	0.86	0.95
Interior Designers	1.25	1.20	1.19	1.12
Landscape Architects	1.03	0.91	0.86	0.83
Librarians	0.94	0.95	0.98	1.01
Media and Communication Equipment Workers, All Other	1.63	1.29	1.06	0.83
Media and Communication Workers, All Other	0.87	0.93	0.74	0.72
Multi-Media Artists and Animators	0.81	0.87	0.62	0.71
Music Directors and Composers	1.10	1.07	0.94	1.02
Musical Instrument Repairers and Tuners	1.24	0.96	1.34	0.91
Musicians and Singers	1.22	1.16	1.08	1.04
Photographers	0.98	0.96	0.80	0.78
Producers and Directors	1.17	1.13	0.76	0.70
Public Relations Managers	1.17	1.11	1.04	0.93
Public Relations Specialists	1.26	1.16	0.86	0.79
Radio and Television Announcers	0.59	1.05	0.55	1.03
Set and Exhibit Designers	1.03	0.91	0.95	0.87
Sound Engineering Technicians	1.39	1.46	0.74	0.81
Technical Writers	0.87	0.85	0.60	0.65
Writers and Authors	0.99	0.98	0.73	0.77

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 16

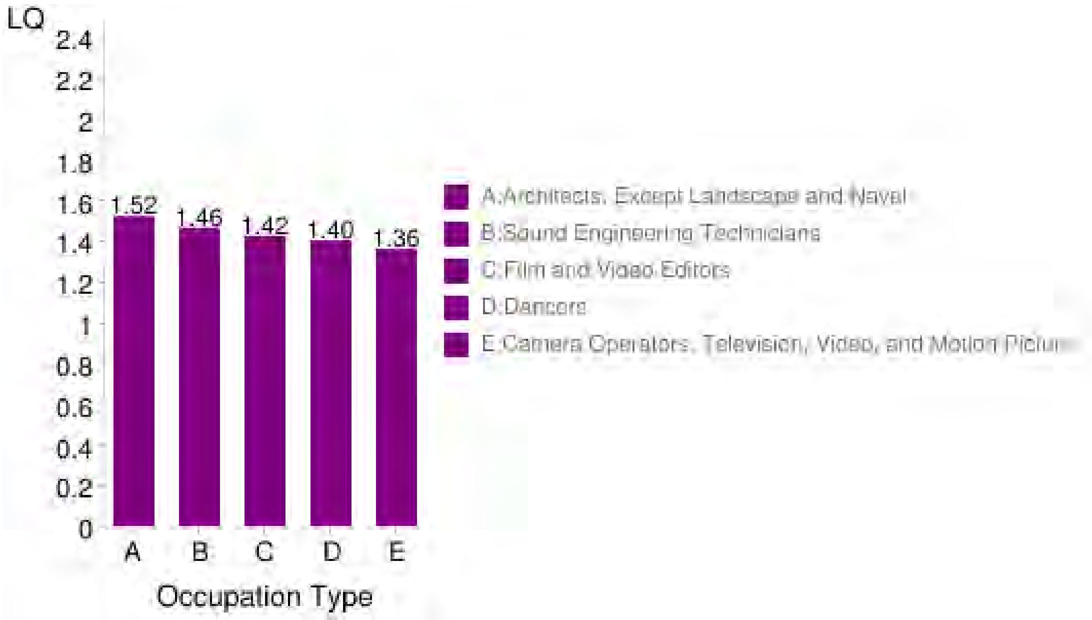
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 17

Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

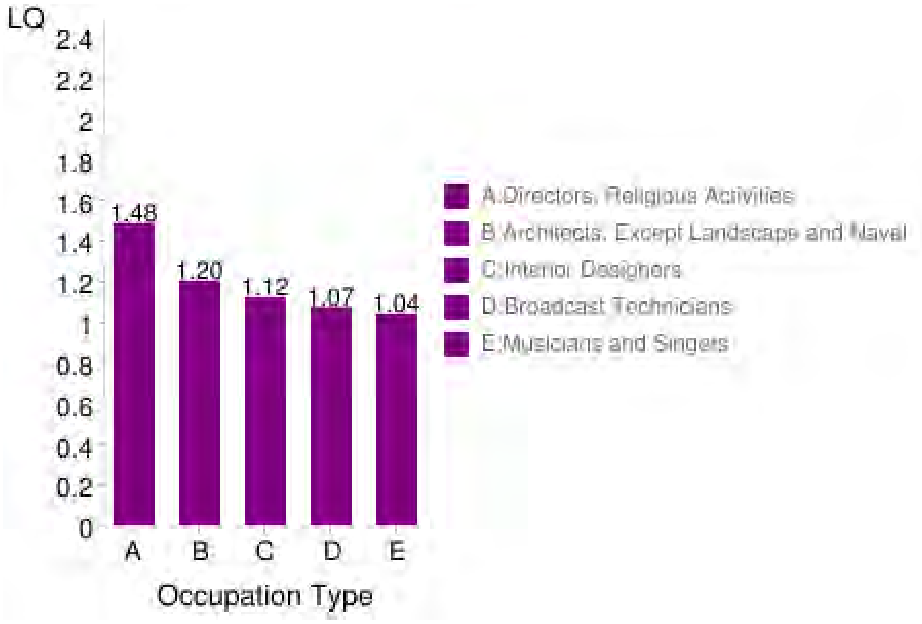
Chart# 18

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 19

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 22

Mecklenberg County Creative Occupations, 2007-2009

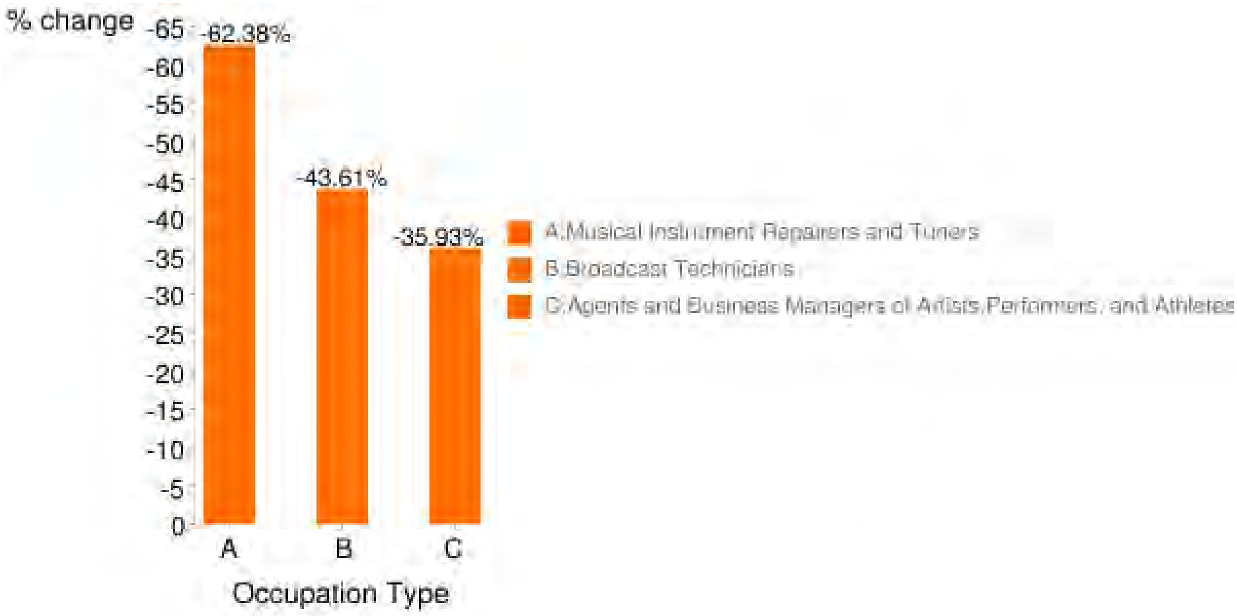
Regions : Mecklenburg

Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	232	330	312	34.48
Advertising and Promotions Managers	196	175	149	-23.98
Agents and Business Managers of Artists,Performers, and Athletes	295	228	189	-35.93
Architects, Except Landscape and Naval	1,168	1,103	1,032	-11.64
Art Directors	378	351	395	4.50
Audio and Video Equipment Technicians	150	144	132	-12.00
Broadcast Technicians	415	311	234	-43.61
Camera Operators, Television, Video, and Motion Picture	109	118	126	15.60
Choreographers	67	62	55	-17.91
Commercial and Industrial Designers	339	242	246	-27.43
Dancers	77	80	75	-2.60
Directors, Religious Activities	727	699	680	-6.46
Editors	773	532	573	-25.87
Fashion Designers	209	209	216	3.35
Film and Video Editors	197	169	170	-13.71
Fine Artists including Painters, Sculptors, and Illustrators	304	324	341	12.17
Floral Designers	334	311	309	-7.49
Graphic Designers	785	1,031	1,153	46.88
Interior Designers	571	520	525	-8.06
Landscape Architects	223	202	197	-11.66
Librarians	516	613	612	18.60
Media and Communication Equipment Workers, All Other	151	150	103	-31.79
Media and Communication Workers, All Other	545	391	418	-23.30
Multi-Media Artists and Animators	328	323	397	21.04
Music Directors and Composers	702	686	870	23.93
Musical Instrument Repairers and Tuners	101	92	38	-62.38
Musicians and Singers	1,202	1,169	1,173	-2.41
Photographers	2,148	2,393	2,584	20.30
Producers and Directors	548	535	518	-5.47
Public Relations Managers	357	330	286	-19.89
Public Relations Specialists	1,229	1,242	1,095	-10.90
Radio and Television Announcers	262	112	311	18.70
Set and Exhibit Designers	219	217	201	-8.22
Sound Engineering Technicians	77	96	94	22.08
Technical Writers	169	202	210	24.26
Writers and Authors	1,185	1,137	1,307	10.30
Total	**17,288**	**16,829**	**17,326**	**0.22**

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 20

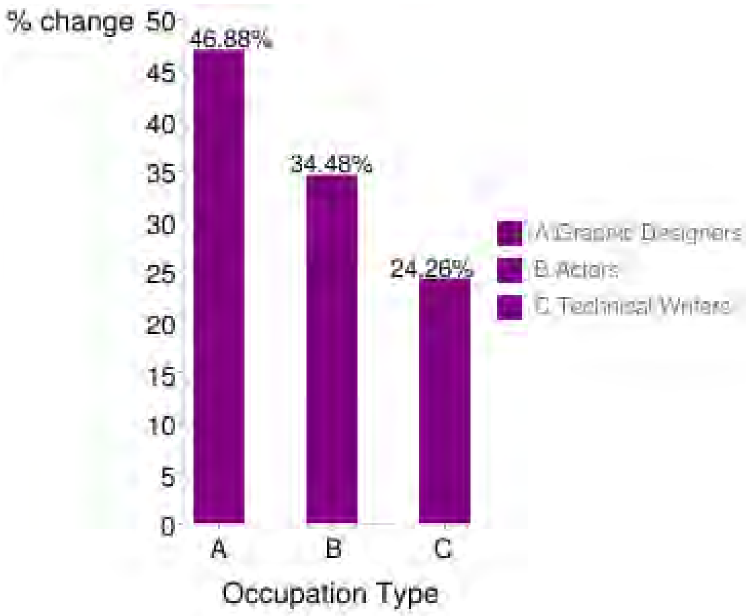
Top 3 Negative % Change by Occupation, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 21

Top 3 Positive % Change by Occupation, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 23

Mecklenberg County Location Quotients, 2008-2009

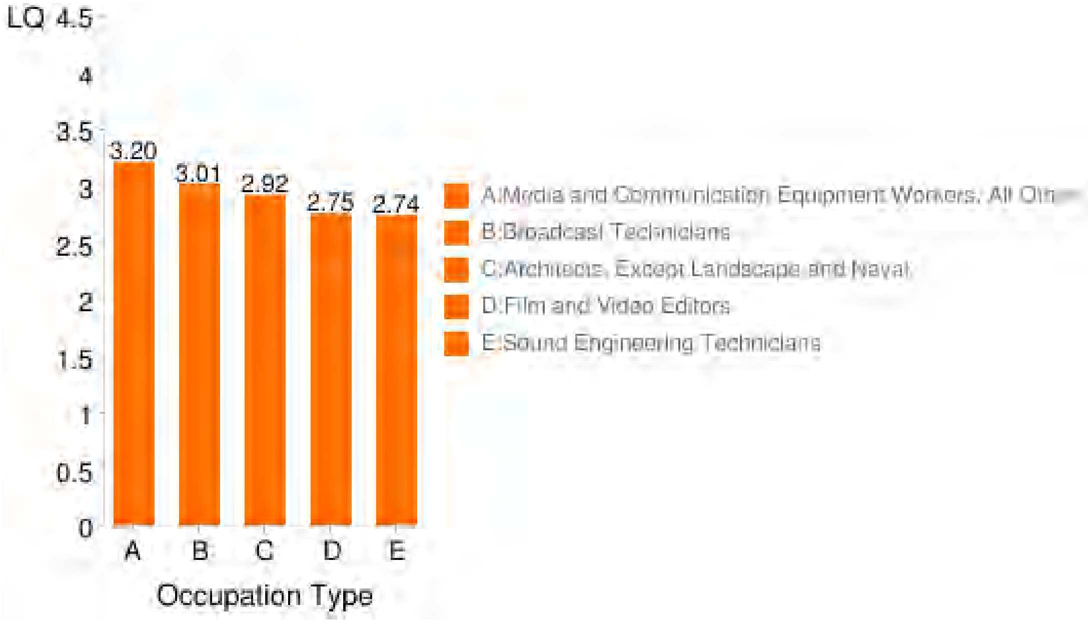
Regions : Mecklenburg

Occupation Type	2008 State LQ	2009 State LQ	2008 National LQ	2009 National LQ
Actors	1.84	1.79	1.16	1.08
Advertising and Promotions Managers	1.65	1.67	1.14	1.00
Agents and Business Managers of Artists,Performers, and Athletes	2.01	1.72	1.56	1.30
Architects, Except Landscape and Naval	2.92	3.12	2.51	2.47
Art Directors	1.33	1.39	0.92	1.01
Audio and Video Equipment Technicians	1.55	1.35	0.96	0.81
Broadcast Technicians	3.01	2.68	2.75	2.21
Camera Operators, Television, Video, and Motion Picture	2.53	2.66	1.45	1.58
Choreographers	1.80	1.42	0.93	0.75
Commercial and Industrial Designers	1.34	1.35	1.09	1.09
Dancers	2.20	2.18	1.29	1.26
Directors, Religious Activities	1.56	1.42	1.87	1.79
Editors	1.68	1.73	1.12	1.20
Fashion Designers	1.63	1.52	1.19	1.15
Film and Video Editors	2.75	2.91	2.09	2.11
Fine Artists including Painters, Sculptors, and Illustrators	1.40	1.32	1.08	1.06
Floral Designers	1.11	1.16	1.08	1.06
Graphic Designers	1.65	1.75	1.33	1.53
Interior Designers	1.95	2.03	1.85	1.89
Landscape Architects	1.40	1.23	1.16	1.13
Librarians	1.19	1.20	1.25	1.27
Media and Communication Equipment Workers, All Other	3.20	2.45	2.08	1.57
Media and Communication Workers, All Other	1.26	1.32	1.07	1.02
Multi-Media Artists and Animators	1.14	1.29	0.87	1.04
Music Directors and Composers	1.51	1.39	1.29	1.33
Musical Instrument Repairers and Tuners	1.80	0.99	1.96	0.94
Musicians and Singers	1.77	1.68	1.56	1.50
Photographers	1.41	1.35	1.15	1.10
Producers and Directors	2.16	2.12	1.39	1.30
Public Relations Managers	2.02	1.89	1.80	1.59
Public Relations Specialists	2.11	1.90	1.43	1.28
Radio and Television Announcers	0.79	2.06	0.75	2.02
Set and Exhibit Designers	1.58	1.28	1.45	1.22
Sound Engineering Technicians	2.74	2.75	1.45	1.51
Technical Writers	1.66	1.57	1.14	1.20
Writers and Authors	1.45	1.45	1.07	1.14

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 22

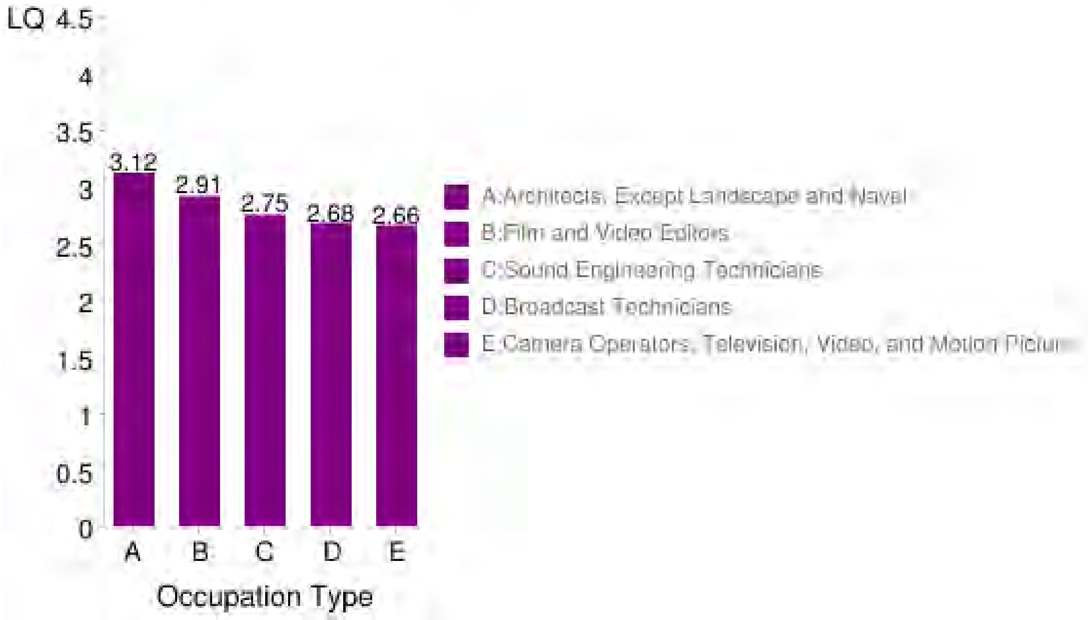
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 23

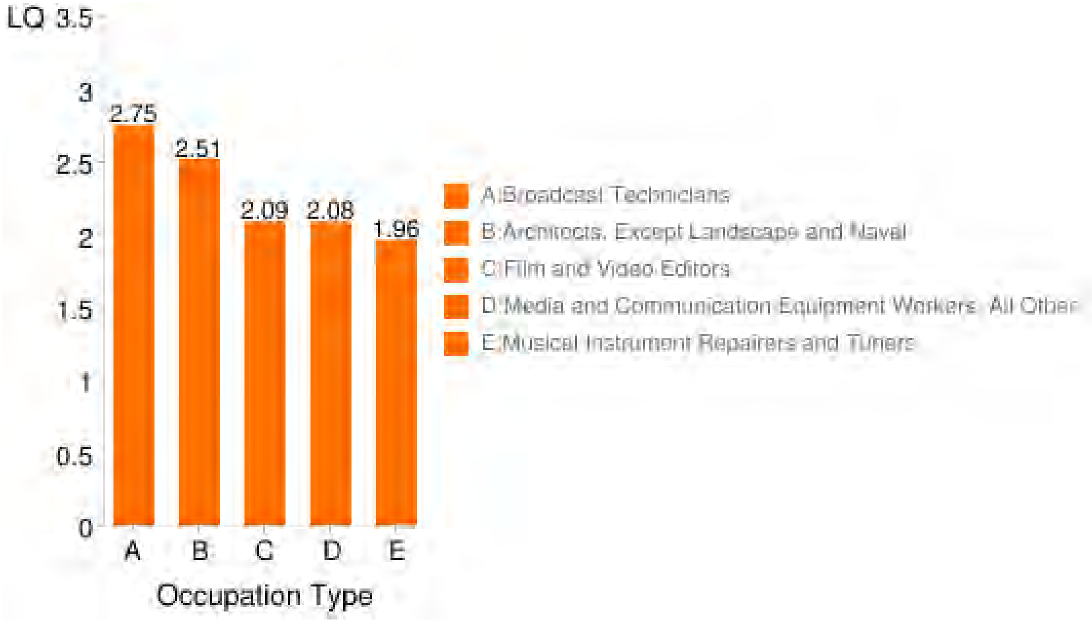
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 24

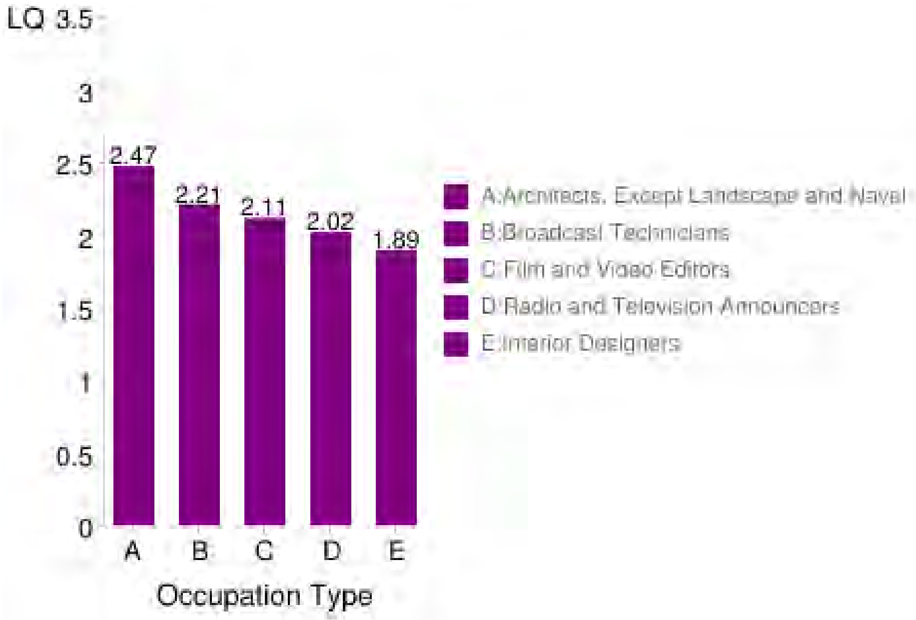
Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 25

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 24

Cabarrus County Creative Occupations, 2007-2009

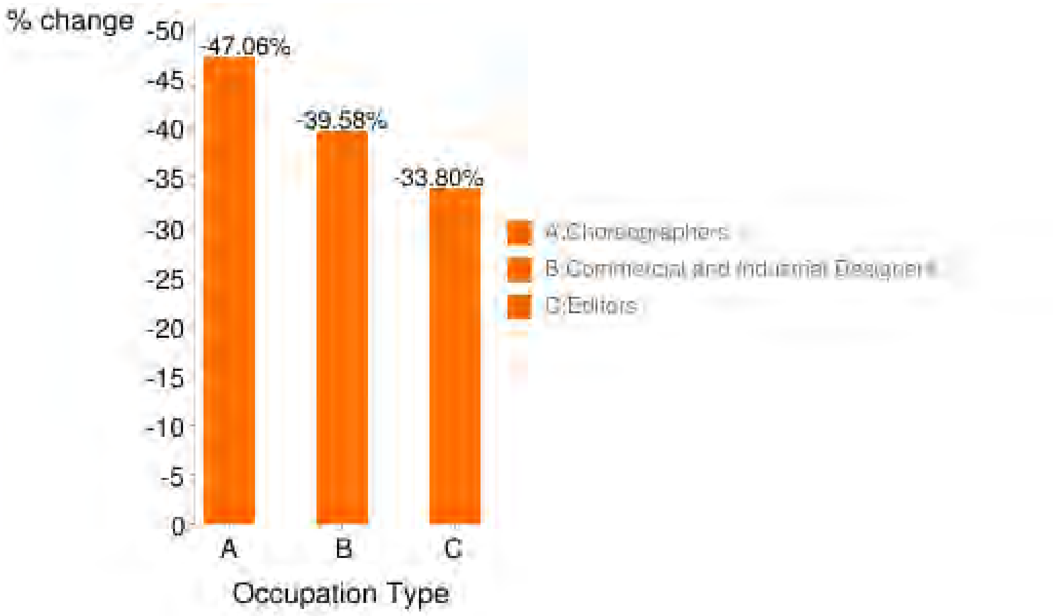
Regions : Cabarrus

Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	38	42	48	26.32
Advertising and Promotions Managers	19	17	19	0.00
Agents and Business Managers of Artists,Performers, and Athletes	41	33	35	-14.63
Architects, Except Landscape and Naval	69	60	53	-23.19
Art Directors	64	60	64	0.00
Audio and Video Equipment Technicians	26	23	20	-23.08
Broadcast Technicians	15	8	12	-20.00
Camera Operators, Television, Video, and Motion Picture	11	11	11	0.00
Choreographers	17	17	9	-47.06
Commercial and Industrial Designers	48	32	29	-39.58
Dancers	20	21	19	-5.00
Directors, Religious Activities	99	107	114	15.15
Editors	71	41	47	-33.80
Fashion Designers	35	31	28	-20.00
Film and Video Editors	8	7	8	0.00
Fine Artists including Painters, Sculptors, and Illustrators	58	58	61	5.17
Floral Designers	52	46	44	-15.38
Graphic Designers	85	98	106	24.71
Interior Designers	64	56	47	-26.56
Landscape Architects	37	35	31	-16.22
Librarians	94	112	111	18.09
Media and Communication Equipment Workers, All Other	12	12	10	-16.67
Media and Communication Workers, All Other	78	59	72	-7.69
Multi-Media Artists and Animators	59	57	63	6.78
Music Directors and Composers	119	119	149	25.21
Musical Instrument Repairers and Tuners	12	10	10	-16.67
Musicians and Singers	171	173	174	1.75
Photographers	361	389	455	26.04
Producers and Directors	55	50	47	-14.55
Public Relations Managers	35	35	29	-17.14
Public Relations Specialists	124	132	127	2.42
Radio and Television Announcers	19	12	32	68.42
Set and Exhibit Designers	31	28	26	-16.13
Sound Engineering Technicians	6	5	8	33.33
Technical Writers	13	14	15	15.38
Writers and Authors	196	188	210	7.14
Total	**2,262**	**2,198**	**2,343**	**3.58**

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 26

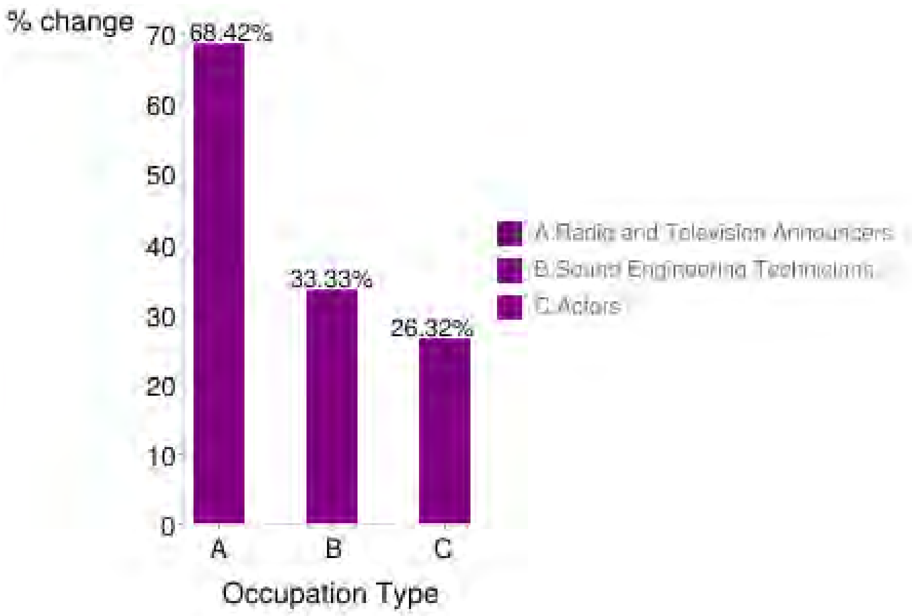
Top 3 Negative % Change by Occupation, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 27

Top 3 Positive % Change by Occupation, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 25

Cabarrus County Location Quotients, 2008-2009

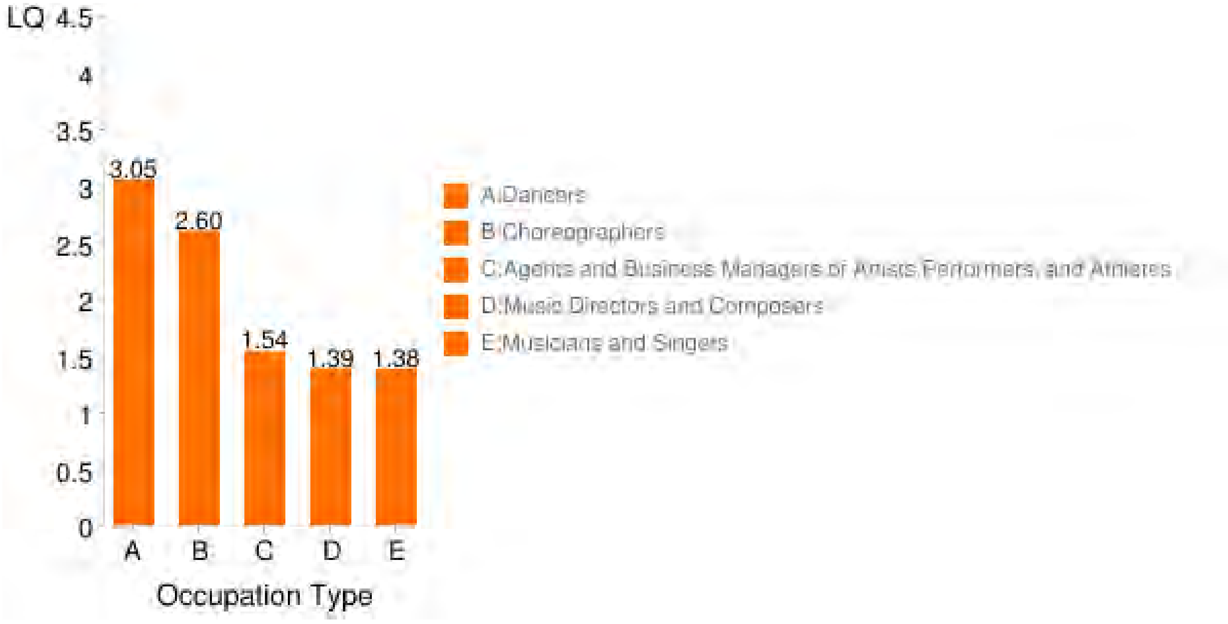
Regions : Cabarrus

Occupation Type	2008 State LQ	2009 State LQ	2008 National LQ	2009 National LQ
Actors	1.24	1.46	0.78	0.88
Advertising and Promotions Managers	0.84	1.13	0.58	0.68
Agents and Business Managers of Artists,Performers, and Athletes	1.54	1.69	1.19	1.27
Architects, Except Landscape and Naval	0.84	0.85	0.72	0.67
Art Directors	1.20	1.19	0.83	0.87
Audio and Video Equipment Technicians	1.31	1.08	0.81	0.65
Broadcast Technicians	0.41	0.73	0.37	0.60
Camera Operators, Television, Video, and Motion Picture	1.24	1.23	0.71	0.73
Choreographers	2.60	1.23	1.34	0.65
Commercial and Industrial Designers	0.94	0.84	0.76	0.68
Dancers	3.05	2.93	1.79	1.70
Directors, Religious Activities	1.26	1.26	1.51	1.59
Editors	0.68	0.75	0.45	0.52
Fashion Designers	1.28	1.05	0.93	0.79
Film and Video Editors	0.60	0.73	0.46	0.53
Fine Artists including Painters, Sculptors, and Illustrators	1.33	1.25	1.02	1.01
Floral Designers	0.86	0.88	0.84	0.80
Graphic Designers	0.83	0.86	0.67	0.75
Interior Designers	1.11	0.96	1.05	0.90
Landscape Architects	1.28	1.03	1.06	0.94
Librarians	1.15	1.16	1.20	1.23
Media and Communication Equipment Workers, All Other	1.35	1.26	0.88	0.81
Media and Communication Workers, All Other	1.01	1.21	0.85	0.93
Multi-Media Artists and Animators	1.06	1.08	0.81	0.88
Music Directors and Composers	1.39	1.27	1.18	1.21
Musical Instrument Repairers and Tuners	1.03	1.38	1.12	1.31
Musicians and Singers	1.38	1.32	1.22	1.18
Photographers	1.21	1.26	0.99	1.02
Producers and Directors	1.07	1.02	0.69	0.63
Public Relations Managers	1.13	1.02	1.01	0.86
Public Relations Specialists	1.18	1.17	0.80	0.79
Radio and Television Announcers	0.45	1.13	0.42	1.10
Set and Exhibit Designers	1.07	0.88	0.99	0.84
Sound Engineering Technicians	0.75	1.24	0.40	0.68
Technical Writers	0.61	0.60	0.42	0.46
Writers and Authors	1.27	1.24	0.93	0.98

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 28

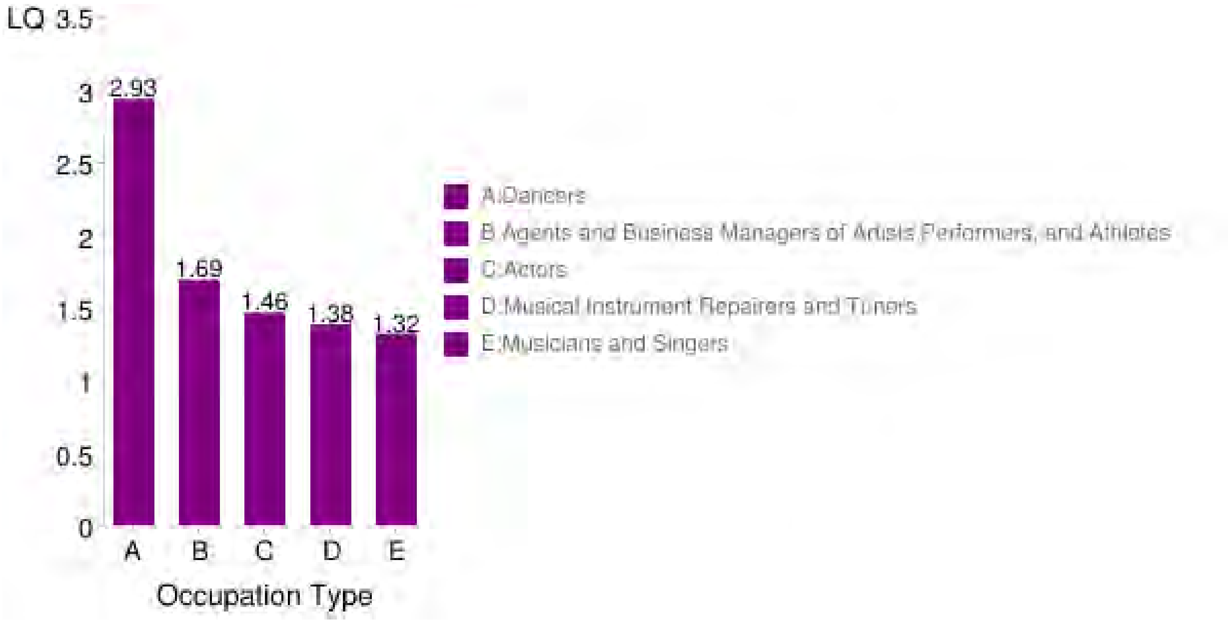
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 29

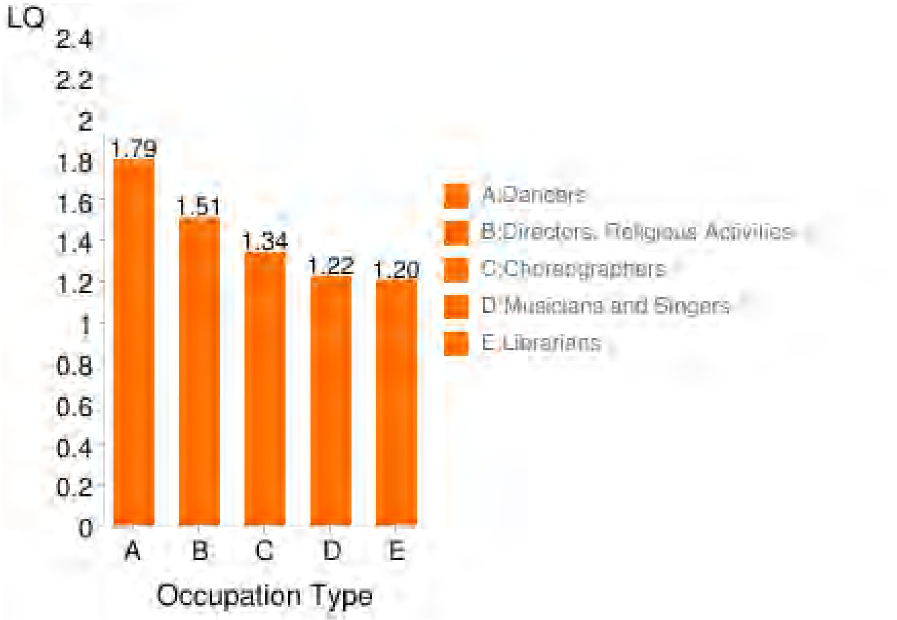
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 30

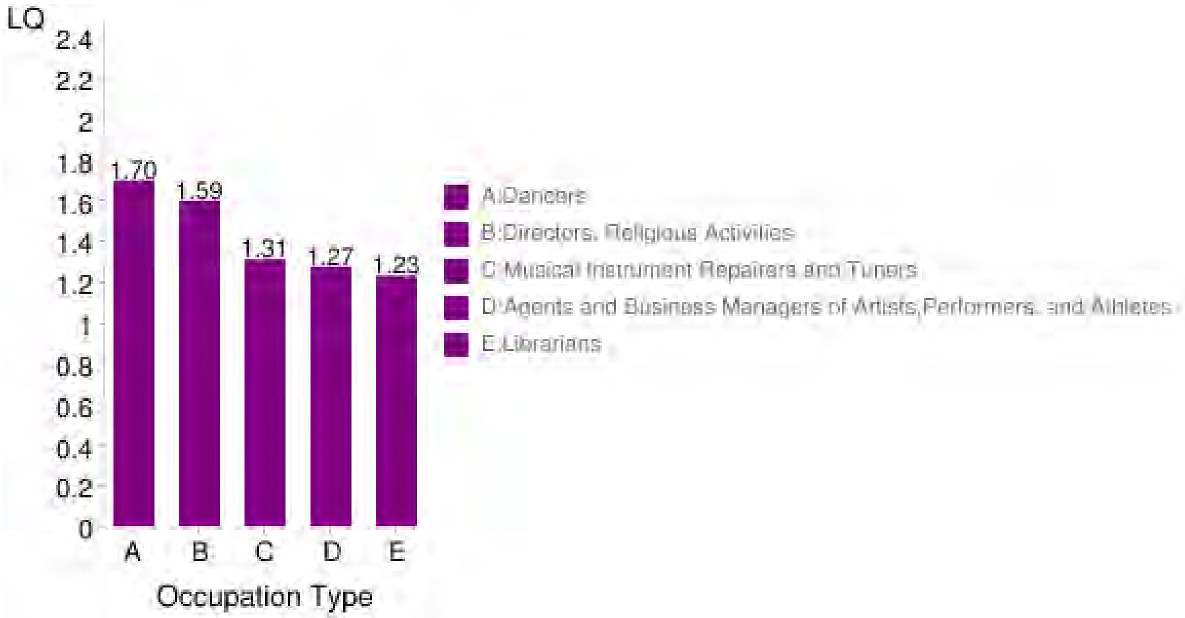
Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 31

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 26

Catawba County Creative Occupations, 2007-2009

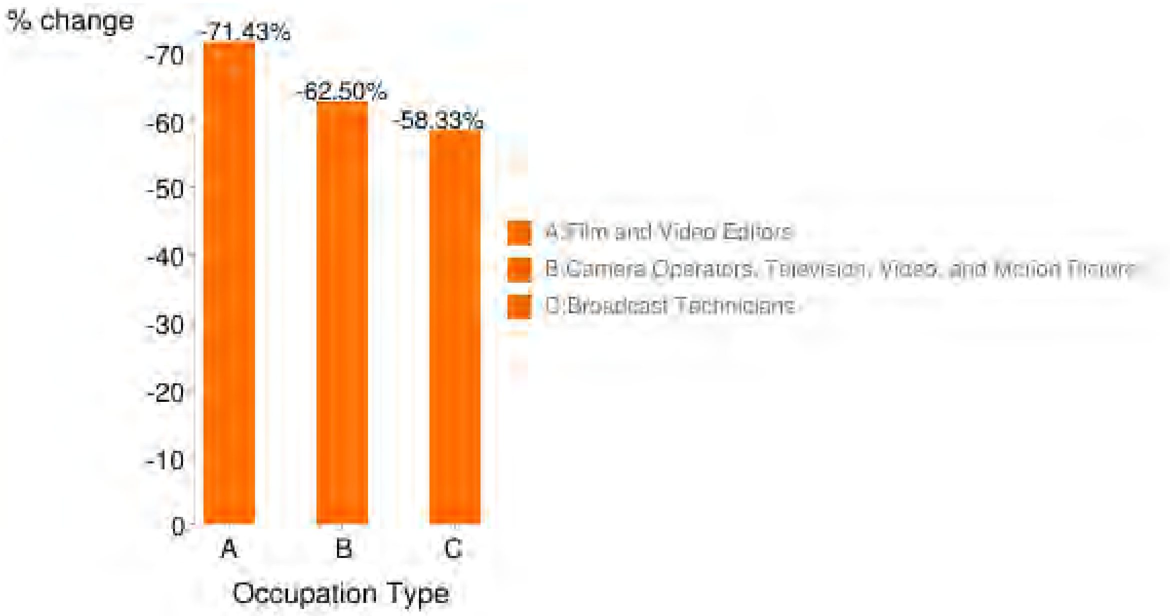
Regions : Catawba

Occupation Type	2007 Jobs	2008 Jobs	2009 Jobs	%Change
Actors	20	20	18	-10.00
Advertising and Promotions Managers	17	17	14	-17.65
Agents and Business Managers of Artists,Performers, and Athletes	16	13	11	-31.25
Architects, Except Landscape and Naval	37	32	27	-27.03
Art Directors	36	29	31	-13.89
Audio and Video Equipment Technicians	13	7	11	-15.38
Broadcast Technicians	12	7	5	-58.33
Camera Operators, Television, Video, and Motion Picture	8	5	3	-62.50
Choreographers	5	4	5	0.00
Commercial and Industrial Designers	38	38	51	34.21
Dancers	10	4	5	-50.00
Directors, Religious Activities	97	101	99	2.06
Editors	31	19	30	-3.23
Fashion Designers	28	17	45	60.71
Film and Video Editors	14	7	4	-71.43
Fine Artists including Painters, Sculptors, and Illustrators	27	22	25	-7.41
Floral Designers	32	55	39	21.88
Graphic Designers	112	144	122	8.93
Interior Designers	33	22	50	51.52
Landscape Architects	16	15	16	0.00
Librarians	86	79	73	-15.12
Media and Communication Equipment Workers, All Other	5	3	3	-40.00
Media and Communication Workers, All Other	35	32	36	2.86
Multi-Media Artists and Animators	29	27	27	-6.90
Music Directors and Composers	66	62	90	36.36
Musical Instrument Repairers and Tuners	5	7	8	60.00
Musicians and Singers	112	101	105	-6.25
Photographers	183	200	227	24.04
Producers and Directors	26	17	18	-30.77
Public Relations Managers	26	22	19	-26.92
Public Relations Specialists	66	68	60	-9.09
Radio and Television Announcers	14	22	13	-7.14
Set and Exhibit Designers	18	18	23	27.78
Sound Engineering Technicians	5	4	5	0.00
Technical Writers	8	7	11	37.50
Writers and Authors	86	71	82	-4.65
Total	**1,372**	**1,318**	**1,411**	**2.84**

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 32

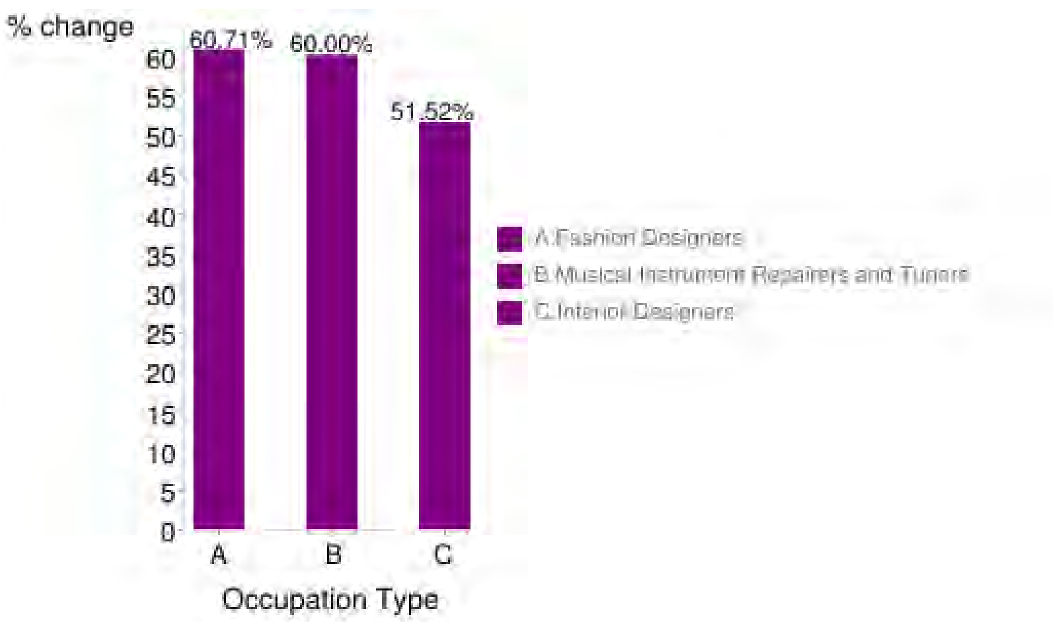
Top 3 Negative % Change by Occupation, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 33

Top 3 Positive % Change by Occupation, 2007-2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Table# 27

Catawba County Location Quotients, 2008-2009

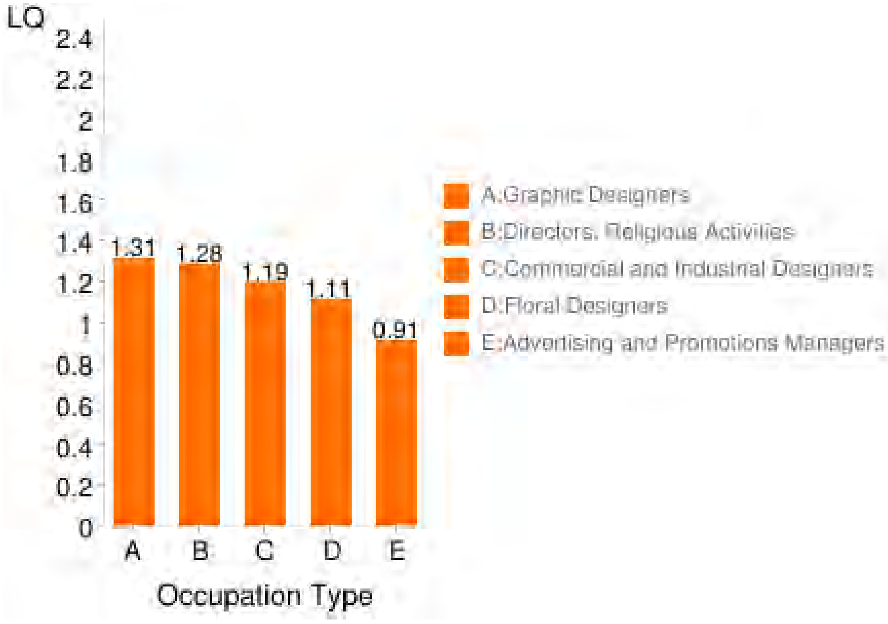
Regions : Catawba

Occupation Type	2008 State LQ	2009 State LQ	2008 National LQ	2009 National LQ
Actors	0.63	0.59	0.40	0.36
Advertising and Promotions Managers	0.91	0.90	0.63	0.54
Agents and Business Managers of Artists,Performers, and Athletes	0.65	0.57	0.50	0.43
Architects, Except Landscape and Naval	0.48	0.47	0.41	0.37
Art Directors	0.62	0.62	0.43	0.45
Audio and Video Equipment Technicians	0.43	0.64	0.26	0.39
Broadcast Technicians	0.38	0.33	0.35	0.27
Camera Operators, Television, Video, and Motion Picture	0.61	0.36	0.35	0.22
Choreographers	0.66	0.74	0.34	0.39
Commercial and Industrial Designers	1.19	1.61	0.97	1.29
Dancers	0.62	0.84	0.37	0.48
Directors, Religious Activities	1.28	1.19	1.53	1.50
Editors	0.34	0.52	0.23	0.36
Fashion Designers	0.75	1.82	0.55	1.38
Film and Video Editors	0.65	0.39	0.49	0.29
Fine Artists including Painters, Sculptors, and Illustrators	0.54	0.55	0.42	0.45
Floral Designers	1.11	0.84	1.09	0.77
Graphic Designers	1.31	1.07	1.05	0.93
Interior Designers	0.47	1.11	0.44	1.04
Landscape Architects	0.59	0.57	0.49	0.52
Librarians	0.87	0.82	0.91	0.87
Media and Communication Equipment Workers, All Other	0.36	0.41	0.24	0.26
Media and Communication Workers, All Other	0.59	0.65	0.50	0.51
Multi-Media Artists and Animators	0.54	0.50	0.41	0.41
Music Directors and Composers	0.78	0.83	0.66	0.79
Musical Instrument Repairers and Tuners	0.78	1.20	0.84	1.13
Musicians and Singers	0.87	0.86	0.77	0.77
Photographers	0.67	0.68	0.55	0.55
Producers and Directors	0.39	0.42	0.25	0.26
Public Relations Managers	0.77	0.72	0.68	0.61
Public Relations Specialists	0.65	0.60	0.44	0.40
Radio and Television Announcers	0.88	0.49	0.83	0.48
Set and Exhibit Designers	0.74	0.84	0.68	0.80
Sound Engineering Technicians	0.65	0.84	0.34	0.46
Technical Writers	0.33	0.47	0.22	0.36
Writers and Authors	0.51	0.52	0.38	0.41

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 34

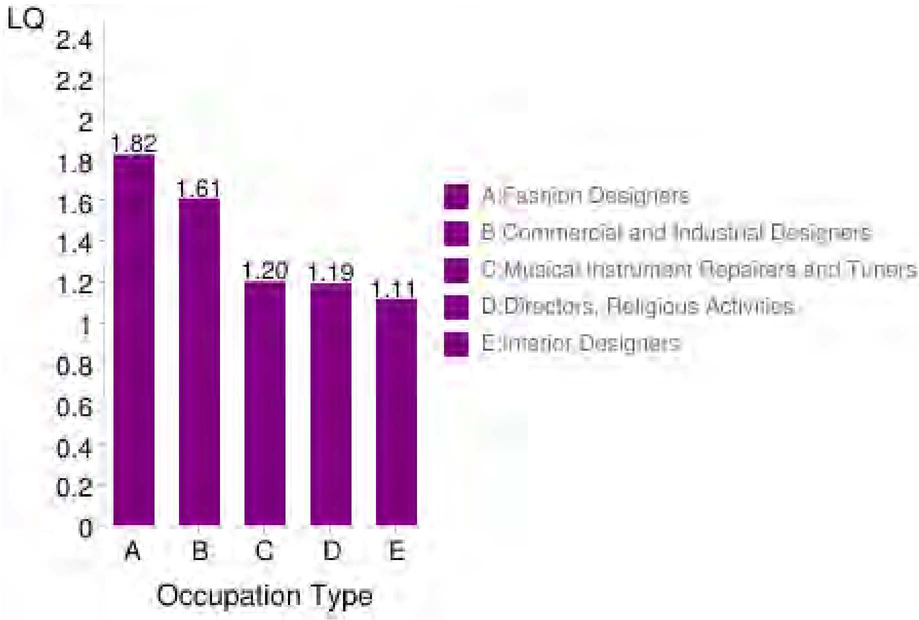
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 35

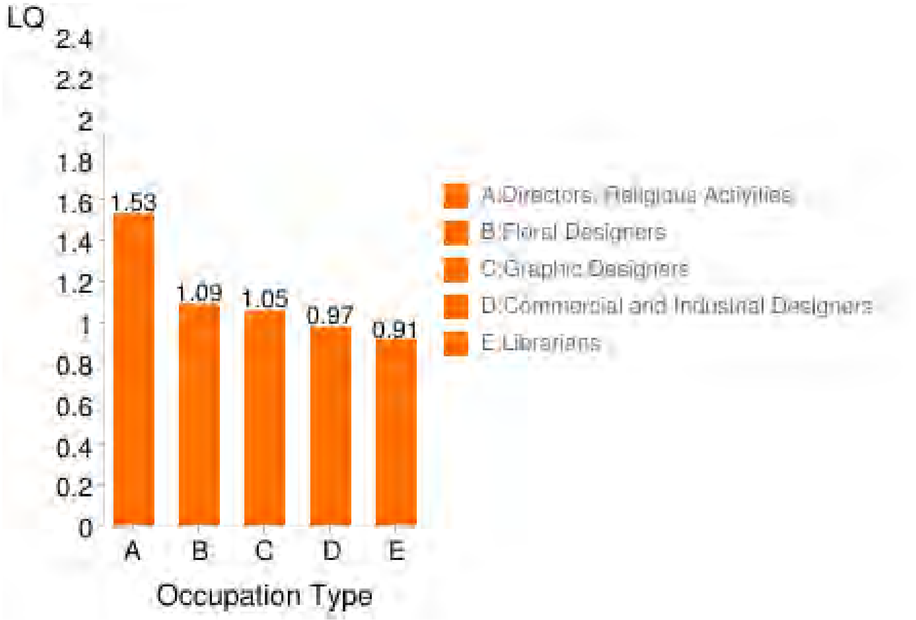
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2009



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 36

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2008



Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Chart# 37

Top 5 Location Quotients by Occupation vs. Nationwide Occupations, 2009

Source: Economic Modeling Specialists, Inc. Complete Employment, ASC 2009 CVI

Photography Store Sales, 2009

This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment and photographic supplies or retailing new cameras and photographic equipment in combination with activities such as repair services and film developing (U.S. Census Bureau). Table #29 presents sales information for these types of businesses within the Charlotte region. According to data from 2009, the region accounted for $4.4 million in sales, which equates to $1.85 per capita. Stanly and Mecklenburg counties reported the highest per capita sales figures.

Table# 28

Charlotte-Mecklenberg CVI Region Photography Store Sales, 2009 (Summary)

Region	Photography Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region	$4,464,000	1.85	0.50
Totals	**$4,464,000**	**1.85**	**0.50**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Table# 29

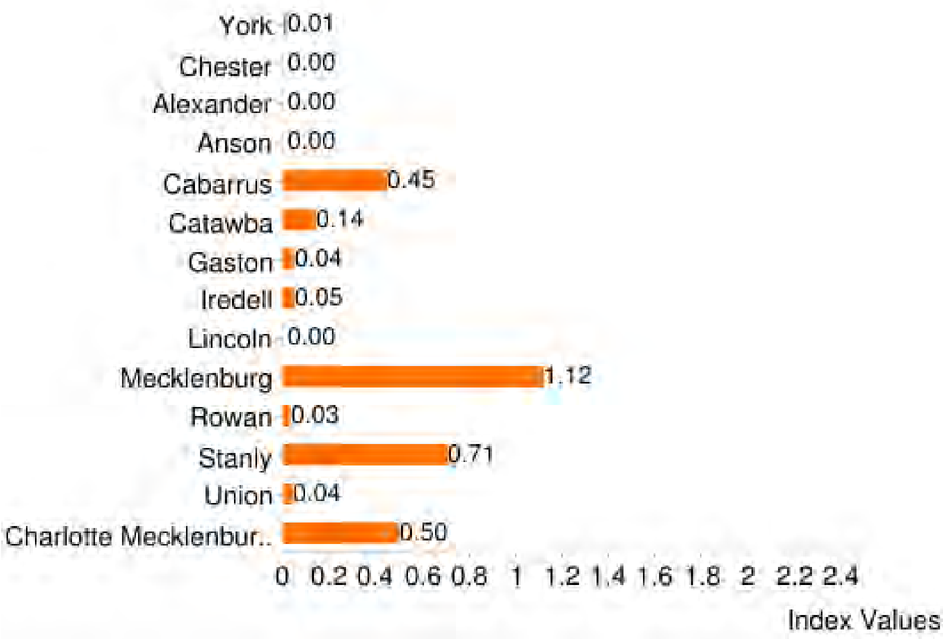
Charlotte-Mecklenberg CVI Region Photography Store Sales, 2009

Region	Photography Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$30,000	0.15	0.04
Stanly	$158,000	2.64	0.71
Rowan	$15,000	0.11	0.03
Mecklenburg	$3,822,000	4.18	1.12
Lincoln	$0	0.00	0.00
Iredell	$27,000	0.17	0.05
Gaston	$34,000	0.16	0.04
Catawba	$81,000	0.51	0.14
Cabarrus	$287,000	1.67	0.45
Anson	$0	0.00	0.00
Alexander	$0	0.00	0.00
Chester	$0	0.00	0.00
York	$10,000	0.04	0.01
Totals	**$4,464,000**	**1.85**	**0.50**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Chart# 38

Charlotte-Mecklenberg CVI Region Photography Store Sales, 2009



Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Musical Instrument and Supply Store Sales, 2009

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies or retailing new products in combination with musical instrument repair, rental, or music instruction (U.S. Census). Table #31 presents sales information for these types of businesses within the Charlotte region. According to data from 2009, the region accounted for $18.5 million in sales, equating to $7.72 per capita. Cabarrus and Mecklenburg counties reported the highest per capita sales figures in the region, both outperforming national averages on a per capita basis.

Table# 30

Charlotte-Mecklenberg CVI Region Musical Instrument Store Sales, 2009 (Summary)

Region	Music Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region	$18,588,000	7.72	0.81
Totals	**$18,588,000**	**7.72**	**0.81**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Table# 31

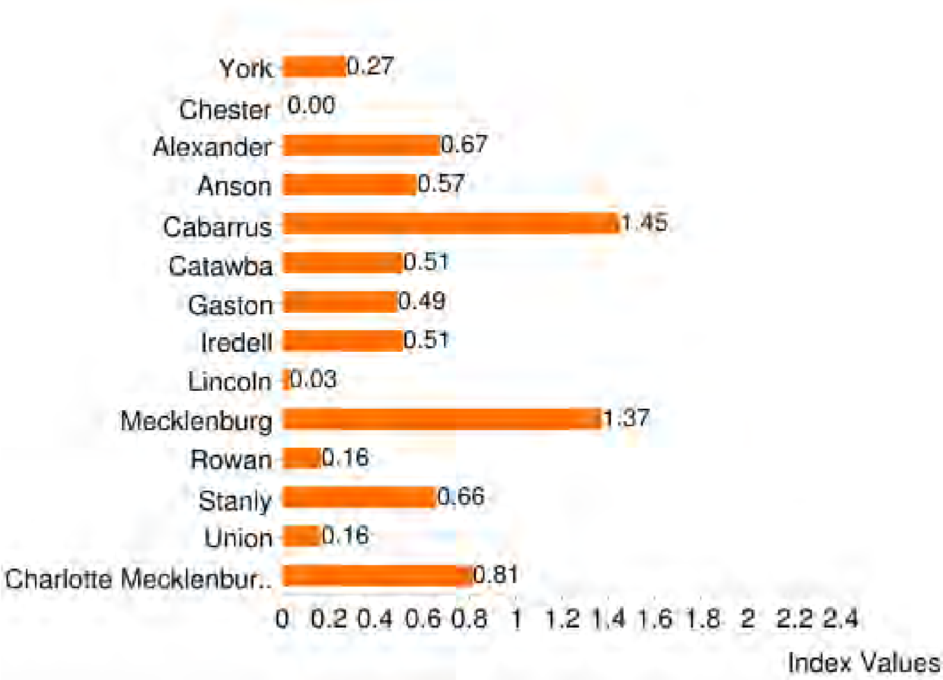
Charlotte-Mecklenberg CVI Region Musical Instrument Store Sales, 2009

Region	Music Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$296,000	1.49	0.16
Stanly	$372,000	6.22	0.66
Rowan	$214,000	1.52	0.16
Mecklenburg	$11,864,000	12.99	1.37
Lincoln	$19,000	0.25	0.03
Iredell	$769,000	4.86	0.51
Gaston	$968,000	4.63	0.49
Catawba	$773,000	4.86	0.51
Cabarrus	$2,366,000	13.74	1.45
Anson	$136,000	5.43	0.57
Alexander	$235,000	6.39	0.67
Chester	$0	0.00	0.00
York	$576,000	2.54	0.27
Totals	**$18,588,000**	**7.72**	**0.81**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Chart# 39

Charlotte-Mecklenberg CVI Region Musical Instrument Store Sales, 2009



Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Book and Record Store Sales, 2009

This CVI™ category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs, and records (U.S. Census). Table #33 presents sales information for these types of businesses within the Charlotte region. According to data from 2009, the region accounted for $49.8 million in sales, equating to $20.68 per capita. Cabarrus and Mecklenburg counties reported the highest per capita sales figures in the region. Mecklenburg County outperformed national averages on a per capita basis.

Table# 32

Charlotte-Mecklenberg CVI Region Book and Record Store Sales, 2009 (Summary)

Region	Bookstore and Record Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region	$49,805,000	20.68	0.78
Totals	**$49,805,000**	**20.68**	**0.78**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Table# 33

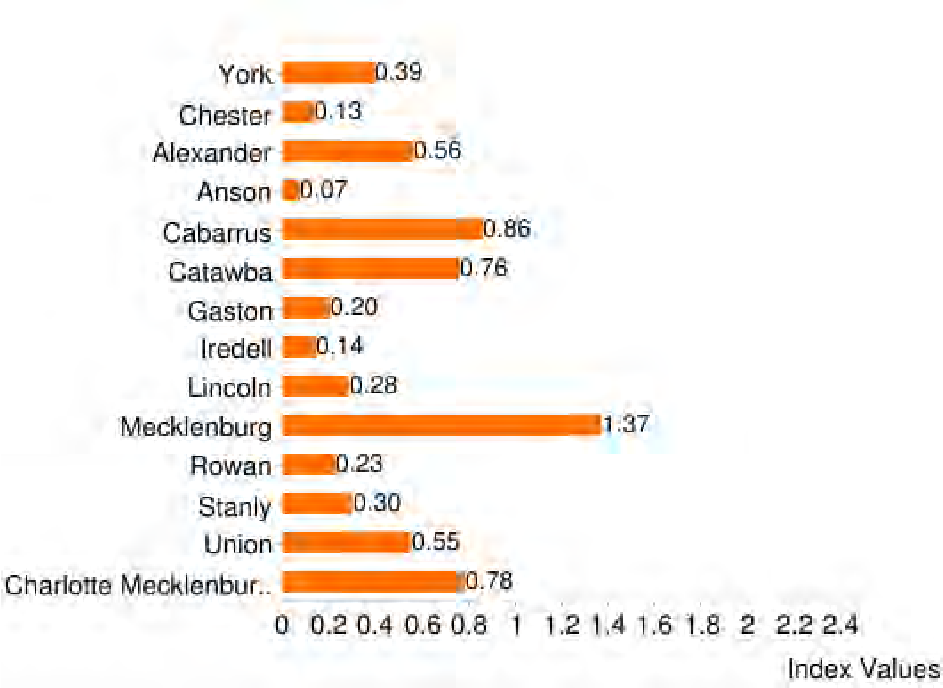
Charlotte-Mecklenberg CVI Region Book and Record Store Sales, 2009

Region	Bookstore and Record Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$2,885,000	14.52	0.55
Stanly	$469,000	7.84	0.30
Rowan	$841,000	5.97	0.23
Mecklenburg	$33,175,000	36.31	1.37
Lincoln	$569,000	7.48	0.28
Iredell	$582,000	3.68	0.14
Gaston	$1,095,000	5.24	0.20
Catawba	$3,198,000	20.10	0.76
Cabarrus	$3,914,000	22.73	0.86
Anson	$46,000	1.84	0.07
Alexander	$547,000	14.87	0.56
Chester	$114,000	3.52	0.13
York	$2,370,000	10.44	0.39
Totals	**$49,805,000**	**20.68**	**0.78**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Chart# 40

Charlotte-Mecklenberg CVI Region Book and Record Store Sales, 2009



Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Art Dealer Sales, 2009

This category includes establishments primarily engaged in retailing original and limited edition art works (U.S. Census Bureau). Table #35 presents sales information for these types of businesses within the Charlotte region. According to data from 2009, the region accounted for $15.3 million in sales, equating to $6.34 per capita. Again, Cabarrus and Mecklenburg counties reported the highest per capita sales figures in the region, though neither region outperformed national averages in this category.

Table# 34

Charlotte-Mecklenberg CVI Region Art Gallery Sales, 2009 (Summary)

Region	Art dealers	Per Capita	Index
Charlotte Mecklenburg CVI Region	$15,279,000	6.34	0.44
Totals	**$15,279,000**	**6.34**	**0.44**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Table# 35

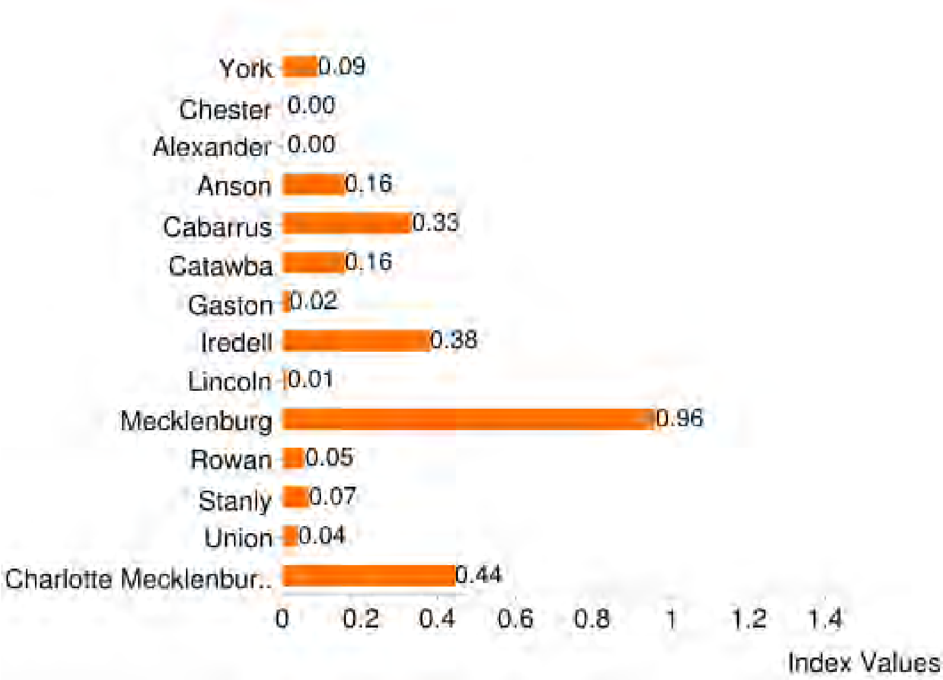
Charlotte-Mecklenberg CVI Region Art Gallery Sales, 2009

Region	Art dealers	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$104,000	0.52	0.04
Stanly	$57,000	0.95	0.07
Rowan	$108,000	0.77	0.05
Mecklenburg	$12,582,000	13.77	0.96
Lincoln	$8,000	0.11	0.01
Iredell	$859,000	5.43	0.38
Gaston	$49,000	0.23	0.02
Catawba	$359,000	2.26	0.16
Cabarrus	$814,000	4.73	0.33
Anson	$57,000	2.27	0.16
Alexander	$0	0.00	0.00
Chester	$0	0.00	0.00
York	$282,000	1.24	0.09
Totals	**$15,279,000**	**6.34**	**0.44**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Chart# 41

Charlotte-Mecklenberg CVI Region Art Gallery Sales, 2009



Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Independent Artist Sales, 2009

This category includes independent (i.e. freelance) individuals primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing technical expertise necessary for these productions (U.S. Census Bureau). Table #37 presents sales information for these types of businesses within the Charlotte region. According to data from 2009, the region accounted for $115.4 million in sales, equating to $47.9 per capita. Again, Cabarrus and Mecklenburg counties reported the highest per capita sales figures in the region, though neither region outperformed national averages in this category.

Table# 36

Charlotte-Mecklenberg CVI Region Independent Artist Sales, 2009 (Summary)

Region	Independent artists, writers, and performers	Per Capita	Index
Charlotte Mecklenburg CVI Region	$115,372,000	47.90	0.44
Totals	**$115,372,000**	**47.90**	**0.44**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Table# 37

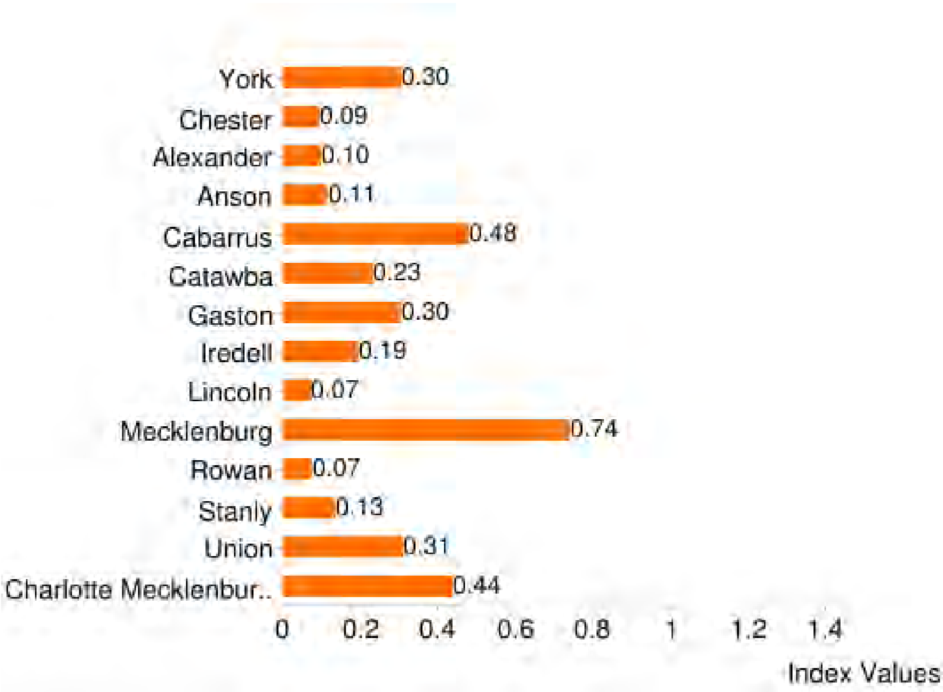
Charlotte-Mecklenberg CVI Region Independent Artist Sales, 2009

Region	Independent artists, writers, and performers	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$6,729,000	33.87	0.31
Stanly	$873,000	14.60	0.13
Rowan	$1,109,000	7.88	0.07
Mecklenburg	$74,162,000	81.17	0.74
Lincoln	$595,000	7.82	0.07
Iredell	$3,330,000	21.06	0.19
Gaston	$6,916,000	33.10	0.30
Catawba	$4,017,000	25.24	0.23
Cabarrus	$9,040,000	52.49	0.48
Anson	$312,000	12.45	0.11
Alexander	$388,000	10.55	0.10
Chester	$324,000	10.00	0.09
York	$7,577,000	33.38	0.30
Totals	**$115,372,000**	**47.90**	**0.44**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Chart# 42

Charlotte-Mecklenberg CVI Region Independent Artist Sales, 2009



Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Performing Arts Participation, 2009

This category includes theater companies and dinner theaters; musical groups and artists; and other performing arts companies primarily engaged in producing live theatrical productions (U.S. Census Bureau). Table #37 presents sales information for these types of businesses within the Charlotte region. According to data from 2009, the region accounted for $54.8 million in sales, equating to $22.77 per capita. Lincoln and Mecklenburg counties reported the highest per capita sales figures in the region. Mecklenburg County equaled the national average

Table# 38

Charlotte-Mecklenberg CVI Region Performing Arts Participation, 2009 (Summary)

Region	Performing Arts Participation	Per Capita	Index
Charlotte Mecklenburg CVI Region	$54,842,000	22.77	0.46
Totals	**$54,842,000**	**22.77**	**0.46**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Table# 39

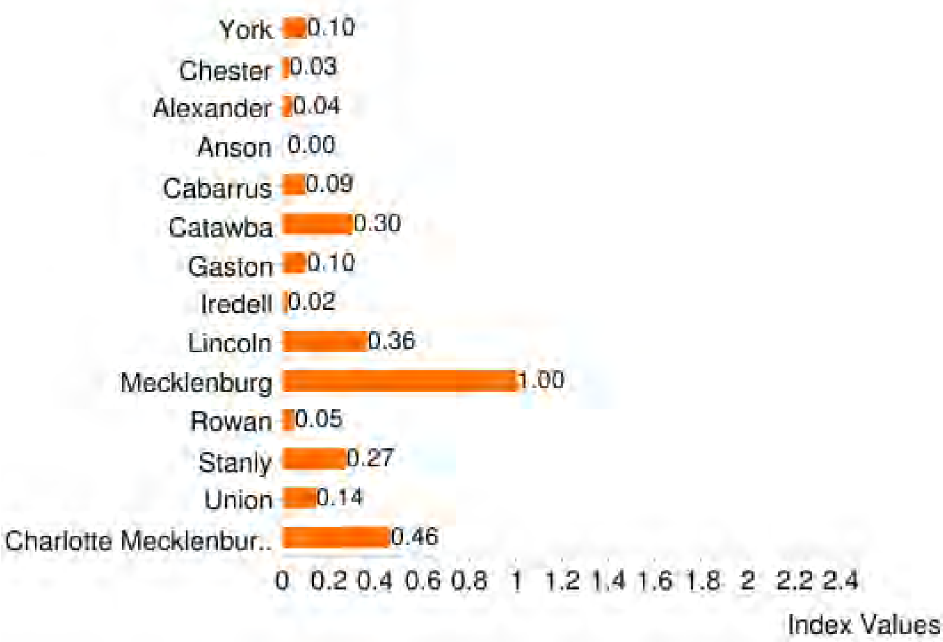
Charlotte-Mecklenberg CVI Region Performing Arts Participation, 2009

Region	Performing Arts Participation	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	$1,378,000	6.94	0.14
Stanly	$801,000	13.40	0.27
Rowan	$314,000	2.23	0.05
Mecklenburg	$45,531,000	49.83	1.00
Lincoln	$1,353,000	17.79	0.36
Iredell	$118,000	0.75	0.02
Gaston	$994,000	4.76	0.10
Catawba	$2,348,000	14.76	0.30
Cabarrus	$779,000	4.52	0.09
Anson	$0	0.00	0.00
Alexander	$69,000	1.88	0.04
Chester	$41,000	1.27	0.03
York	$1,116,000	4.92	0.10
Totals	**$54,842,000**	**22.77**	**0.46**

Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Chart# 43

Charlotte-Mecklenberg CVI Region Performing Arts Participation, 2009



Source: Economic Modeling Specialists, Inc., ASC 2009 CVI

Technical Report and Understanding the CVI™

While the informational value of this report is immense, the potential benefit to arts advocacy, planning, and policy-making is equally great. In order to realize the practical value of this research, it is important to review and consider the history of the CVI™ and its differentiation from economic impact studies. Some suggestions for making use of the research are also presented here to encourage immediate application of the research. Finally, the sources of CVI™ data are itemized to provide transparency of the research process.

Developing the Creative Vitality Index™

The CVI™ was developed in the context of innovations in cultural policy and economic development. The CVI™ was initially conceived of to help public sector arts agencies clearly communicate that their work encompasses a much larger segment of creative economic activity than had previously been the case. This was necessary because, beginning in the mid 1960s, when state arts agencies were established and city arts agencies were either founded or expanded, the primary focus of these entities was on the growth of the supply and quality of primarily nonprofit-based arts activities.

These entities made great progress in this area. Once the supply and quality of nonprofit arts activities was greatly bolstered, however, the public sector funders of the nonprofit arts field began to consider how their goals and the work of the nonprofit arts were part of a much larger creative system. They also became aware that the nonprofit arts and public arts policy depended on the health of that larger system to survive in the present and thrive in the future.

Simultaneous with these developments, practitioners from fields representing for-profit creative activities and occupations began to discuss the creative economy in broad, highly inclusionary terms. The arts field and public sector arts funders embraced this broader concept as reflective of how they now envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of nonprofit-sourced arts opportunities. The CVI™ reflects this broader systems-oriented thinking and reinforces the fact that the nonprofit arts and public arts agencies are part of an interdependent whole called the creative sector.

The CVI™ grew out of a conversation about whether to undertake an economic impact study of the arts. The staff leadership of the Washington State Arts Commission and the Seattle Office of Arts & Cultural Affairs, in collaboration with others, explored ways to expand and enrich the economic argument for support of the arts and especially public funding of the arts. In doing so, the group was influenced by two national conversations concerning economic development: the defining of a creative economy and the outlining of the concept of economic development clusters. Those conversations did something the nonprofit arts community was very late in doing- they included the related for-profit creative sector in a universe normally reserved for nonprofits.

The public value work articulated by Mark Moore also played a role in the development of the CVI™. That work helped the public sector component of the nonprofit arts funding community move away from a perspective oriented toward saving the arts to considering ways to be responsive to what citizens wanted in the arts. The approach also worked to shape agency deliverables to reflect their actual value to the public rather than the value arts aficionados considered them to have for the public. One result of this influence was that the CVI™ was developed in a context of thinking in which individuals are assumed to have choices and that, to remain viable, public sector arts funders need to offer choices the public will value and thus select. In this concept of selection is the understanding that choice in the arts ranges outside the nonprofit arts and that the public sector arts agency needs to ensure that such choice is available.

The Relationship of the CVI™ to Economic Impact Studies
Although it evolved from a discussion of whether to commission an economic impact study, the CVI™ is not an economic impact study of the arts. Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the nonprofit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI™ utilizes some of the data typically included in arts economic impact studies. However it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Economic impact studies are rooted in advocacy and generally have as a core purpose the definition of the nonprofit arts sector as a meaningful component of the larger economic system. The results of such studies are commonly used to argue for the allocation of scarce budget dollars to the arts because a dollar invested in the arts multiplies many times over and helps nurture a more robust overall economy. These studies have also been used to help the arts compete with other discretionary forms of government spending--and often these other interests have their own economic impact studies. The studies have been used most effectively to counteract the misguided notion that funds invested in the nonprofit arts are removed from the economy and thus play no role in building or sustaining it.
Economic impact studies have also been commissioned to call attention to the size and scope of arts and culture as a component of the overall economic activity of an area. Often community leaders and the public are only familiar with one segment of the arts through their personal acquaintance with a single institution or discipline. The economic impact study aggregates information in ways that call attention to the size and scope of a cluster of endeavors that are often considered to be of minor importance in economic terms. As a result, the prestige of the arts and culture community in an area is enhanced, and the ability of the sector to be heard is often increased.

Although the CVI™ can partially address each of the uses to which economic impact studies are employed, it has a different purpose. The CVI™ is about exploring a complex set of relationships and changes in the dynamics of those relationships over time. It is not a replacement for economic impact studies but can be a complement to them.

Making Use of the Creative Vitality Index™
The Creative Vitality Index™ is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Here are some of the major uses of the CVI™: As a definitional tool, the index can be used to call attention to and educate the community at large concerning the components and dynamics of the creative economy. Of particular significance is the promotion of the concept that the creative economy includes both the for-profit and the nonprofit arts-related activities of an area. Many economic studies centered on the arts have focused almost entirely on the nonprofit sector, and the inclusion of for-profit activities is, for many, a new conceptualization of the role of the arts in an economy. This approach locates all arts and arts-related creative activities in a continuum of creative activities.

The index can serve as a source of information for advocacy messaging. Individuals engaged in advocacy on behalf of the creative economy as a whole or elements of it can use the index to do some of the following:

- Call the attention of the public to significant changes in the creative economy ecosystem. For example, if contributions from private foundations drop substantially in a year and three major architectural firms leave the area, advocates for a healthy creative economy can call attention to these factors as negative elements that will affect an overall ecosystem. Similarly, if nonprofit arts groups at the same time experience increases in income from individuals and there are substantial increases in employment within other major creative occupations such as graphic design and advertising, the negative impact of the events noted above may be cushioned or alleviated altogether.

- Underscore the economic relationships between the for-profit sector and the nonprofit sector and make the point that a healthy nonprofit arts sector is important to the development of a healthy for-profit sector.

- Advocate for improvements to the allocation of resources or the creation of policies that will increase the index numbers through the expansion of the role of a creative economy in a region.

- Serve as a framework upon which to define and build a creative coalition. With the components of the Index setting forth a vision for a creative community rather than a nonprofit arts community, those who wish to build coalitions to influence change for the benefit of the development of the creative economy have a broader and deeper platform from which to begin the conversation.

- Benchmark an area of endeavor and lay the groundwork for the improvement of one or more aspects of the creative economy. The index can serve as an initial diagnostic tool to create a baseline and then can be used to measure progress in that area. Elected officials and civic leaders can use the index as a starting point for discussing ways in which an area's local economy can be enriched through the development of the creative-economy segment of that community.

More on the CVI™ Data Sources

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc (EMSI).

The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by nonprofit 501(c) organizations with annual gross receipts of $25,000 or more. Organizations with more than $25,000 but less than $250,000 in annual gross receipts can file a 990 EZ form that collects less information. The CVI uses the information contained in the 990 forms to identify changes in charitable giving in an area. These numbers are the best available but are not absolute. Some numbers may not be reported because of errors made in the completion of the form. These include nested fund transfers within larger fund allocations that include the arts in a significant way but are not broken out, and/or the failure to capture data because an organization is either not required to file a 990 or does not file the full 990 form, thus limiting the level of data available.

Economic Modeling Specialists, Inc.'s (EMSI) expertise is centered on regional economics, data analysis, programming, and design so that it can provide the best available products and services for regional decision makers. In an effort to present the most “complete” possible picture of local economies, EMSI estimates jobs and earnings for all workers using Bureau of Labor Statistics data, data from the U.S. Bureau of Economic Analysis, and information from the U.S. Census Bureau. Because the number of non-covered workers in a given area can be large, job figures from EMSI will often be much larger than those in state LMI data. In order to estimate occupation employment numbers for a region, EMSI first calculates industry employment, then uses regionalized staffing patterns for every industry and applies the staffing patterns to the jobs by industry employment data in order to convert industries to occupations. EMSI bases occupation data on industry data because it is generally more reliable and is always published at the county level, whereas occupation data is only published by Occupational Employment Statistics (OES) region (usually 4-6 economically similar counties). Occupation employment data includes proprietors and self-employed workers. EMSI uses nearly 90 federal, state and private sources including the U.S. Department of Commerce, the U.S. Department of Labor, The U.S. Department of Education, the U.S. Department of Housing and Urban Development, The U.S. Department of Health and Human Services, the U.S. Postal Service, and the Internal Revenue Service. (Partially Reprinted from www.economicmodeling.com)

Getting More Out of the CVI™

WESTAF’s research and development team is committed to delivering the highest quality research in broadly accessible formats. Please visit CreativeVitalityIndex.org to learn more about the CVI™, and how it can be additionally useful.