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Charlotte-Mecklenburg
CREATIVE VITALITY INDEX
2010

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Introduction

This report details the findings of research on the overall health of a region's arts-related creative economy. The strongest indicator of this health is a region's Creative Vitality™ Index (CVI™) value. 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™ report 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 interactions 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 non-profit sectors. Using per capita measurements of revenue data from both for-profit and non-profit 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 non-profit 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 non-profit 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: non-profit arts organization income, non-profit 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 non-profit 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 results of their CVI™ reports. 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 based on 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 Charlotte-Mecklenburg CVI™ Region is the primary area analyzed in this report. The region includes the following counties: Union, Stanley, Rowan, Mecklenburg, Lincoln, Iredell,

Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, and York. A region's Creative Vitality™ Index value is compared to a national baseline value of 1.00. For example, a region with a CVI™ value of 1.30 has a stronger Creative Vitality™ Index value than the nation as a whole by 30%. A CVI™ value as compared to a specific region—a county, state, or combined area—can also be generated. The unique geographic sensitivity of this measure means that arts advocates and policy makers have a clear and concise understanding of their particular region.

Charlotte-Mecklenburg Region to the United States (0.74), Southern States (1.09), and North Carolina (1.19) 2010:

The Charlotte-Mecklenburg Region did not outperform the U.S. in any of the categories measured by the CVI™ in 2010. However, when compared to the Southern States and the State of North Carolina, the region had individual CVI™ values of greater than 1.00 in most CVI™ categories. The region showed considerable strengths in musical instrument store sales, non-profit arts and arts-active organization revenues versus the above-mentioned geographies. Furthermore, the Charlotte-Mecklenburg Region had over \$155 million in non-profit arts and arts-active organization income in 2010.

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 following are select data points in this region:

- The overall CVI™ value for the Charlotte-Mecklenburg Region increased from 0.72 to 0.74 between 2009 and 2010.
- The Charlotte-Mecklenburg Region showed strengths in musical instrument store sales, non-profit arts and arts-active organization income.
- In 2010, the Charlotte-Mecklenburg Region reported \$97.6 million in non-profit arts organization revenues and over \$58.9 million in non-profit arts-active organization revenues.
- The Charlotte-Mecklenburg Region had 218 arts-related organizations in 2010.
- In 2010, over 30,000 people were employed by highly creative occupations in the Charlotte-Mecklenburg Region.
- In 2010, independent artist sales accounted for the most revenues and highest level of per capita spending of all the industries measured by the CVI™.
- In 2010, music store sales reported the strongest CVI™ industry value: 0.91.

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:

Creative Vitality Report Details

It is important to recall that the CVI™ value of this region is always compared to a value 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 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, non-profit revenues, and jobs--to the number of people within the study area.

CVI™: a comparative indicator of a region's creative vitality, including non-profit 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

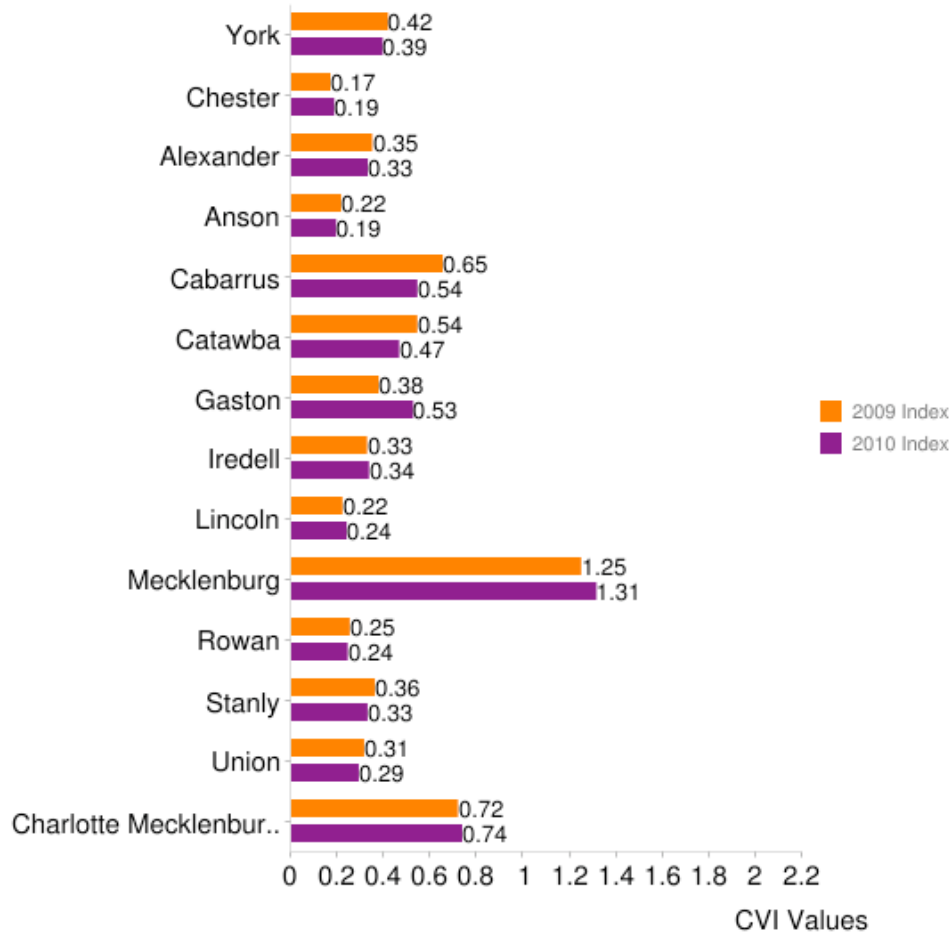
Tables and Charts #1 and #2 represent the total CVI™ values for the counties within the Charlotte-Mecklenburg Region and the Charlotte-Mecklenburg Metropolitan Statistical Area (MSA) for 2009 and 2010. Both areas experienced an increase in the overall CVI™ value between 2009 and 2010. The longitudinal data reveal interesting trends related to how creative industries and non-profits fared within the Charlotte-Mecklenburg Metro area when compared to the rest of the nation. Changes in index 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 in each year. This comparative mechanism also allows for an accurate description of local and regional trends, while accounting for the influence of national changes. Sources for the variations of index values in each year within the individual data streams are detailed further within this report.

Table #1
Comparative CVI™ of the Charlotte-Mecklenburg Region 2009-2010

Region	Index 2009	Index 2010
Charlotte Mecklenburg CVI Region		
Union	0.31	0.29
Stanly	0.36	0.33
Rowan	0.25	0.24
Mecklenburg	1.25	1.31
Lincoln	0.22	0.24
Iredell	0.33	0.34
Gaston	0.38	0.53
Catawba	0.54	0.47
Cabarrus	0.65	0.54
Anson	0.22	0.19
Alexander	0.35	0.33
Chester	0.17	0.19
York	0.42	0.39
Totals	0.72	0.74

Source: WESTAF

Chart #1
Comparative CVI™ of the Charlotte-Mecklenburg Region 2009-2010



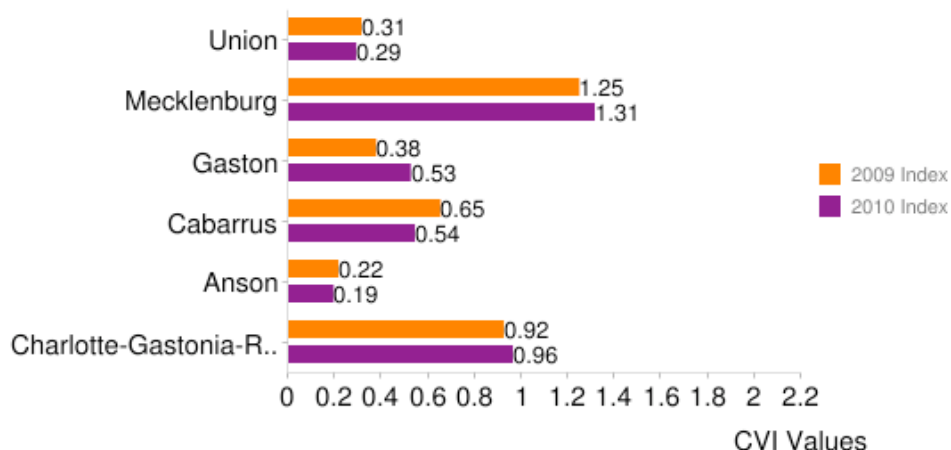
Source: WESTAF

Table #2
Comparative CVI™ of the Charlotte MSA 2009-2010

Region	Index 2009	Index 2010
Charlotte-Gastonia-Rock Hill, NC-SC MSA		
Anson	0.22	0.19
Cabarrus	0.65	0.54
Gaston	0.38	0.53
Mecklenburg	1.25	1.31
Union	0.31	0.29
Totals	0.92	0.96

Source: WESTAF

Chart #2
Comparative CVI™ of the Charlotte MSA 2009-2010



Source: WESTAF

Comparison of 11 Metro Areas

Table #3 provides CVI™ comparison data for 11 different Metropolitan Statistical Areas (MSAs): Atlanta, Charlotte, Chicago, Denver, Jacksonville, Nashville, New Orleans, Portland, Raleigh, San Fransisco, and Seattle. Nashville had the highest MSA CVI™ value out of the 11 comparison regions of 2.05. The Charlotte MSA had the eighth highest overall CVI™ value of 0.96. MSAs have been identified as appropriate comparison areas given the regional relationships of creative economies. The U.S. Census Bureau defines an MSA as a geographic entity that is defined by the U.S. Office of Management and Budget (OMB) for statistical use. MSAs contain one or more counties with a core urban area and neighboring counties that are highly socially and economically integrated.

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 index 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, Hawai'i, 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
Comparative CVI™ of Eleven Metro Areas 2009-2010 (Summary)

Region	Index 2009	Index 2010
Atlanta-Sandy Springs-Marietta, GA MSA	0.87	0.95
Charlotte-Gastonia-Rock Hill, NC-SC MSA	0.92	0.96
Chicago-Naperville-Joliet, IL-IN-WI MSA	1.00	1.01
Denver-Aurora-Broomfield, CO MSA	1.28	1.28
Jacksonville, FL MSA	0.73	0.74
Nashville-Davidson–Murfreesboro–Fran..	2.04	2.05
New Orleans-Metairie-Kenner, LA MSA	0.96	1.00
Portland-Vancouver-Hillsboro, OR-WA MS	1.18	1.16
Raleigh-Cary, NC MSA	0.97	0.92
San Fransisco-Oakland-Fremont, CA MSA	1.65	1.65
Seattle-Tacoma-Bellevue, WA MSA	1.44	1.47
Totals	1.20	1.22

Source: WESTAF

Charlotte-Mecklenburg Region CVI™ Values and Calculations vs. the United States 2010

Table #4 and Charts #3 and #4 provide summarized data for the Charlotte-Mecklenburg Region versus the nation in 2010. The area did not surpass the U.S. in any CVI™ category in 2010, which contributed to an overall index value of 0.74. Musical instrument store sales were slightly below the national average with an individual CVI™ value of 0.91, followed by book and record store sales, which had an index value of 0.86.

Table #4
Charlotte-Mecklenburg Region CVI™ vs. the United States 2010

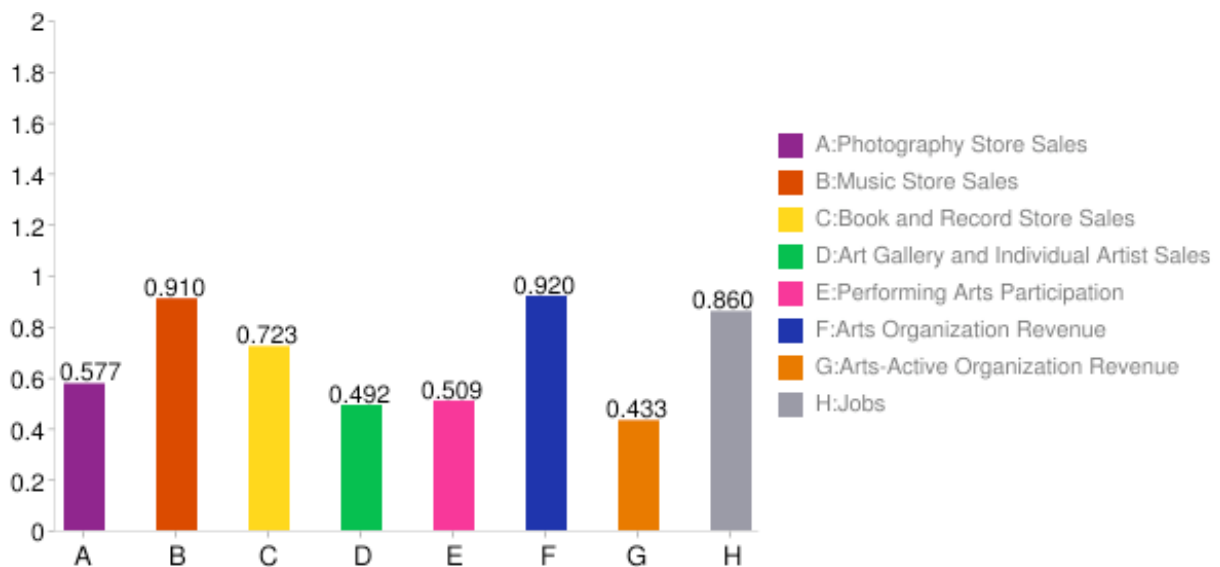
Region A: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2010			
Population	2,419,449	308,745,538	
Industry Data			
Photography Store Sales	\$6,863,000	\$1,517,983,000	0.577
Music Store Sales	\$21,675,000	\$3,038,863,000	0.910
Book and Record Store Sales	\$50,236,000	\$8,864,557,000	0.723
Art Gallery and Individual Artist Sales	\$156,296,000	\$40,552,564,000	0.492
Performing Arts Participation	\$65,697,000	\$16,483,111,000	0.509
Non Profit Data			
Arts Organization Revenue	\$97,622,459	\$13,547,687,749	0.920
Arts-Active Organization Revenue	\$58,986,412	\$17,389,230,482	0.433
Occupation Data			
Total Jobs	30,213	4,483,921	0.860
Total CVI : 0.736			

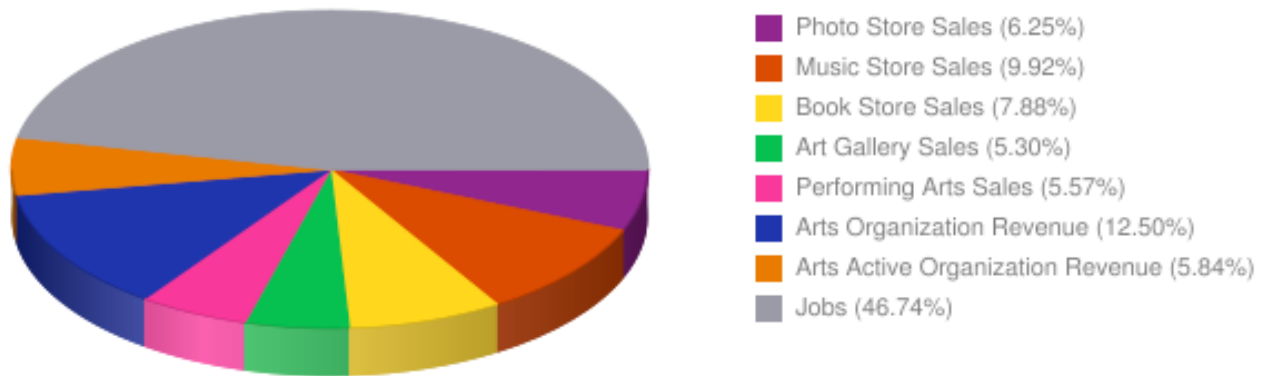
Source: WESTAF

Chart #3
CVI Values by Category 2010



Source: WESTAF

Chart #4
Contributions to the CVI after Weighting Inputs 2010



Source: WESTAF

Charlotte-Mecklenburg Region CVI™ Values and Calculations vs. Southern States 2010

Summarized CVI™ information for the Charlotte-Mecklenburg Region versus the Southern States is provided in Table #5 and Charts #5 and #6. The Southern States include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. The Charlotte-Mecklenburg Region outperformed the above-mentioned states in creative jobs, musical instrument store sales, photography store sales, non-profit arts and arts-active organization revenues. The overall CVI™ value for the Charlotte-Mecklenburg Region versus the Southern States was 1.09 in 2010

Table #
Charlotte-Mecklenburg Region CVI™ vs. Southern States 2010

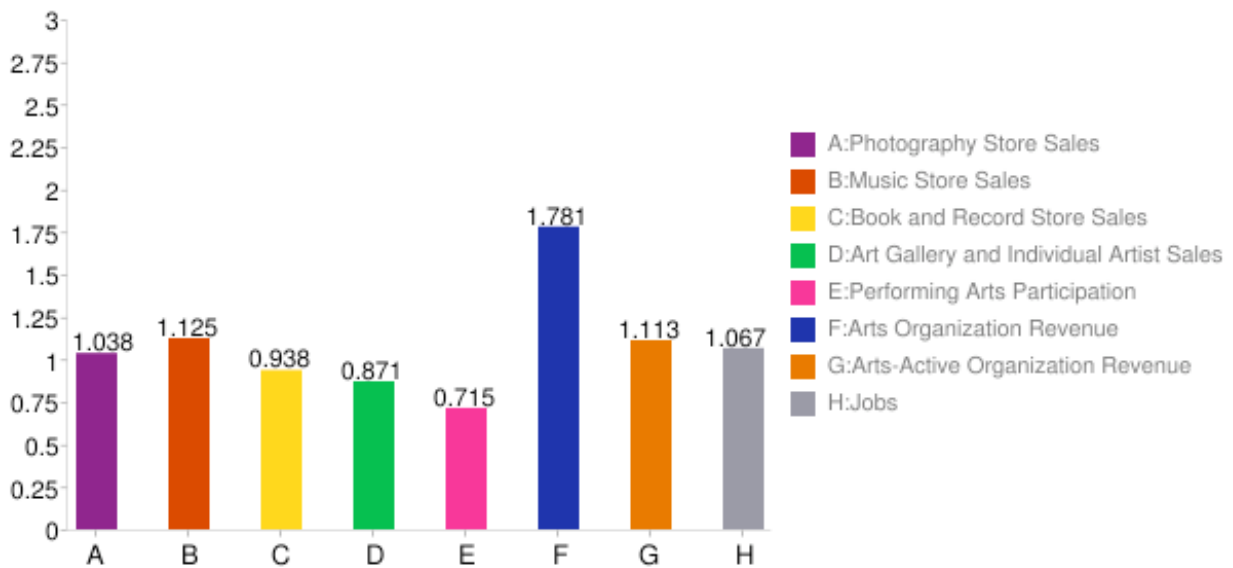
Region A: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

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

Description	Region A	Region B	Categorical Index
Year - 2010			
Population	2,419,449	65,615,687	
Industry Data			
Photography Store Sales	\$6,863,000	\$179,339,000	1.038
Music Store Sales	\$21,675,000	\$522,689,000	1.125
Book and Record Store Sales	\$50,236,000	\$1,452,468,000	0.938
Art Gallery and Individual Artist Sales	\$156,296,000	\$4,863,953,000	0.871
Performing Arts Participation	\$65,697,000	\$2,490,469,000	0.715
Non Profit Data			
Arts Organization Revenue	\$97,622,459	\$1,486,571,646	1.781
Arts-Active Organization Revenue	\$58,986,412	\$1,437,331,076	1.113
Occupation Data			
Total Jobs	30,213	767,822	1.067
Total CVI : 1.091			

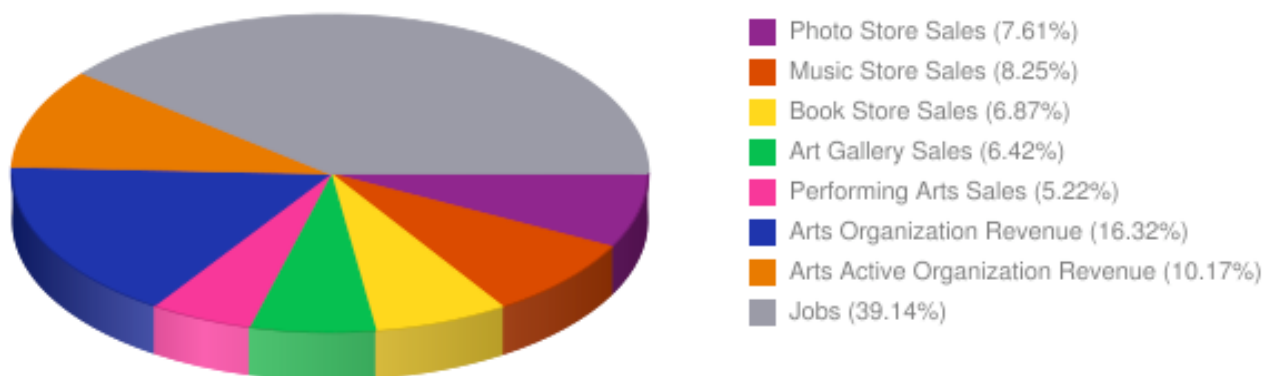
Source: WESTAF

Chart #5
CVI Values by Category 2010



Source: WESTAF

Chart #6
Contributions to the CVI after Weighting Inputs 2010



Source: WESTAF

Charlotte-Mecklenburg Region CVI™ Values and Calculations vs. the State of North Carolina 2010

The Charlotte-Mecklenburg Region had an overall index value of 1.19 in comparison to North Carolina and it surpassed the state in all eight categories measured by the CVI™ in 2010. Among the strongest performing categories were performing arts participation revenues, non-profit arts and arts-active organization revenues.

Table #6
Charlotte-Mecklenburg Region CVI™ vs. North Carolina 2010

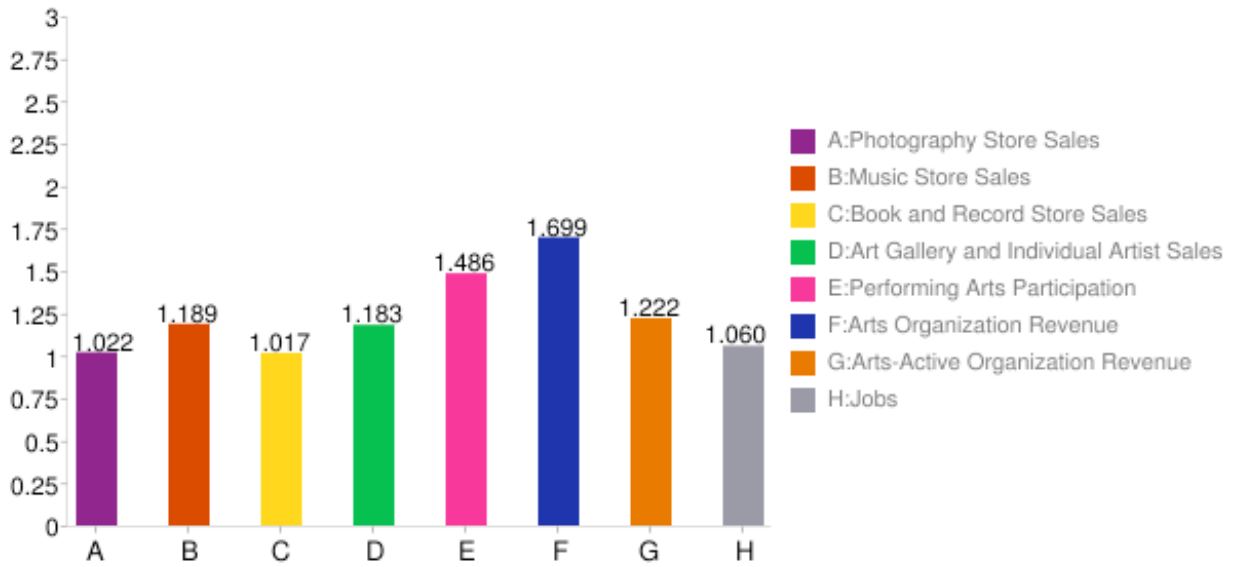
Region A: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Region B: North Carolina

Description	Region A	Region B	Categorical Index
Year - 2010			
Population	2,419,449	9,535,483	
Industry Data			
Photography Store Sales	\$6,863,000	\$26,460,000	1.022
Music Store Sales	\$21,675,000	\$71,831,000	1.189
Book and Record Store Sales	\$50,236,000	\$194,675,000	1.017
Art Gallery and Individual Artist Sales	\$156,296,000	\$520,667,000	1.183
Performing Arts Participation	\$65,697,000	\$174,269,000	1.486
Non Profit Data			
Arts Organization Revenue	\$97,622,459	\$226,475,174	1.699
Arts-Active Organization Revenue	\$58,986,412	\$190,298,094	1.222
Occupation Data			
Total Jobs	30,213	112,349	1.060
Total CVI : 1.188			

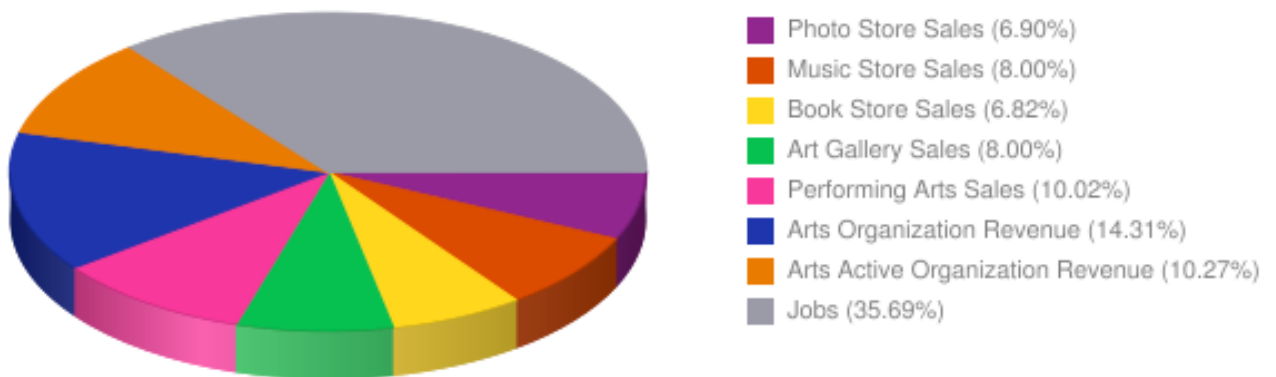
Source: WESTAF

Chart #7
CVI Values by Category 2010



Source: WESTAF

Chart #8
Contributions to the CVI after Weighting Inputs 2010



Source: WESTAF

2010 Charlotte-Mecklenburg Region Non-Profit Arts and Arts-Active Organization Counts

To view detailed information regarding the number of non-profit arts and arts-active organizations located in the Charlotte-Mecklenburg area, see Table #7 and Charts #9 and #10. This area had 218 arts-related organizations in 2010. Theater organizations had the largest proportional share of arts organizations, followed by arts and humanities councils and agencies and dance organizations. Historical organizations made up the largest proportional share of the area's arts-active organizations in 2010.

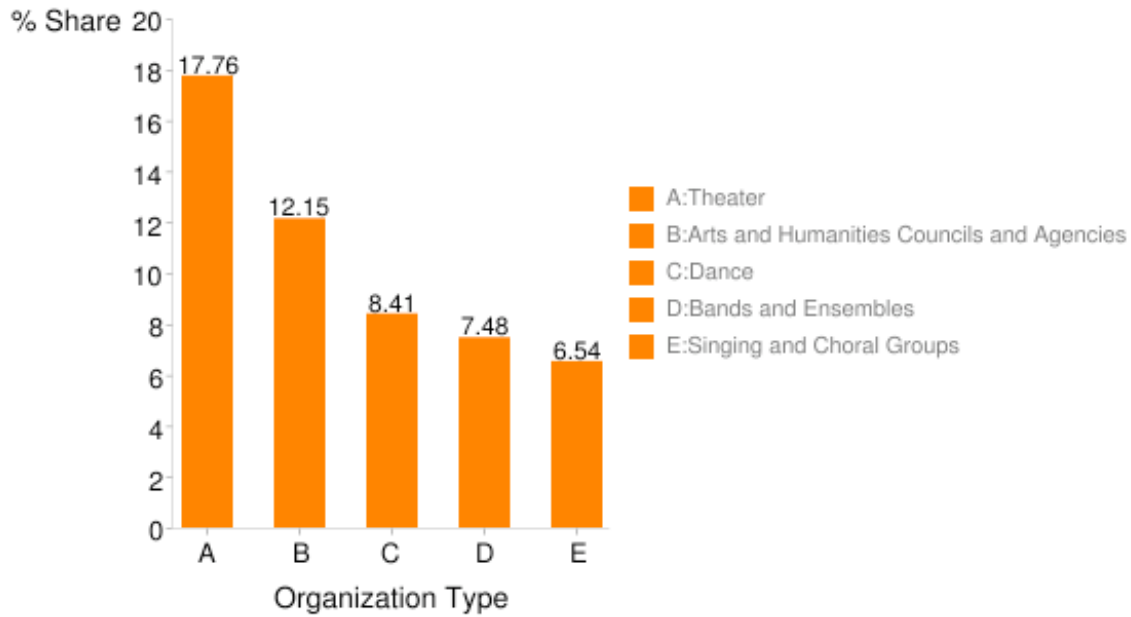
Table #7
Charlotte-Mecklenburg Arts Organizations by Type 2010

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

Arts Organizations 2010	Number	Share	Arts-Active Organizations 2010	Number	Share
Art Museums	6	5.61%	Other Arts & Culture Organizations	0	0.00%
Arts & Culture	4	3.74%	Fund Raising & Fund Distribution	4	3.60%
Arts & Humanities Councils & Agencies	13	12.15%	Management & Technical Assistance	1	0.90%
Arts Education	5	4.67%	Professional Societies & Associations	3	2.70%
Arts Services	1	0.93%	Single Organization Support	14	12.61%
Alliances & Advocacy	2	1.87%	Other Arts & Culture Support Organizations	0	0.00%
Ballet	4	3.74%	Children's Museums	1	0.90%
Bands & Ensembles	8	7.48%	Commemorative Events	3	2.70%
Dance	9	8.41%	Community Celebrations	1	0.90%
Film & Video	2	1.87%	Cultural/Ethnic Awareness	13	11.71%
Folk Arts	1	0.93%	Fairs	3	2.70%
Music	4	3.74%	Folk Arts Museums	0	0.00%
Opera	3	2.80%	Historical Organizations	22	19.82%
Performing Arts	4	3.74%	Historical Societies & Historic Preservation	15	13.51%
Performing Arts Centers	4	3.74%	History Museums	7	6.31%
Singing & Choral Groups	7	6.54%	Humanities	3	2.70%
Symphony Orchestras	5	4.67%	Media & Communications	0	0.00%
Theater	19	17.76%	Museums	8	7.21%
Visual Arts	6	5.61%	Natural History & Natural Science Museums	0	0.00%
	0	0.00%	Performing Arts School	4	3.60%
	0	0.00%	Printing & Publishing	5	4.50%
	0	0.00%	Radio	1	0.90%
	0	0.00%	Research Institutes & Public Policy Analysis	0	0.00%
	0	0.00%	Science & Technology Museums	2	1.80%
	0	0.00%	Television	1	0.90%
Totals	107	100%	Totals	111	100%

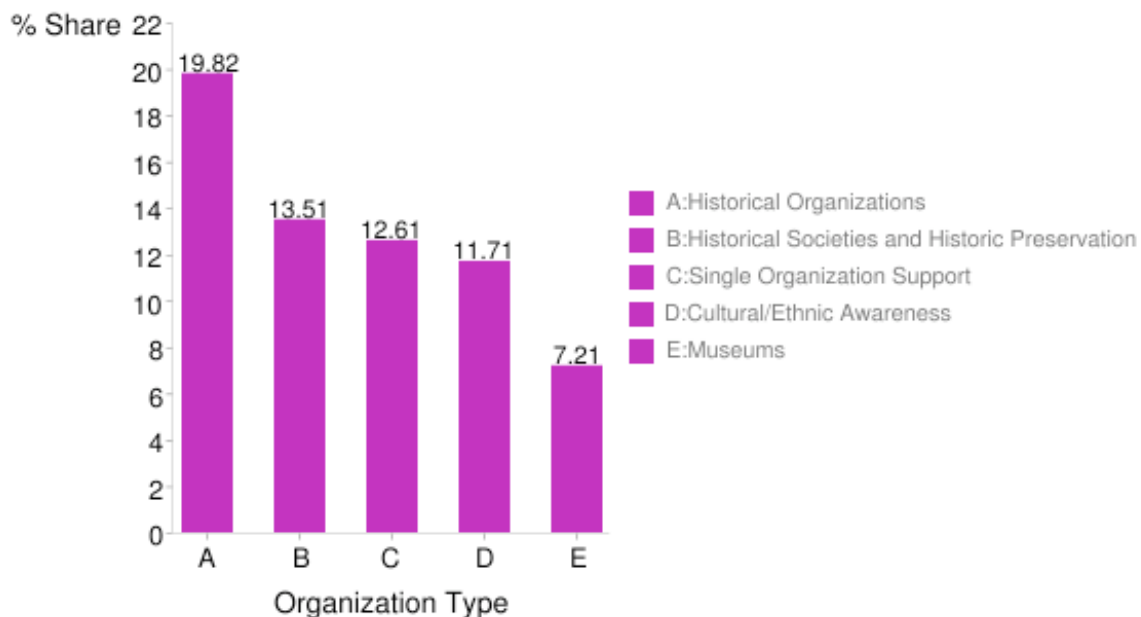
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #9
Arts Organizations % Share 2010



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

Chart #10
Arts-Active Organizations % Share 2010



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

2010 Charlotte-Mecklenburg Region Non-Profit Arts Organization Income and Index Values

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, the symphony, the opera, the ballet, and the theater. In 2010, \$97.6 million in revenues were generated by non-profit arts organizations within the Charlotte-Mecklenburg Region. The greatest proportion of these revenues came from program revenues, gifts, and contributions in 2010. The organization revenues measured within this study can be affected by the number of organizations reporting from year to year, categorization and

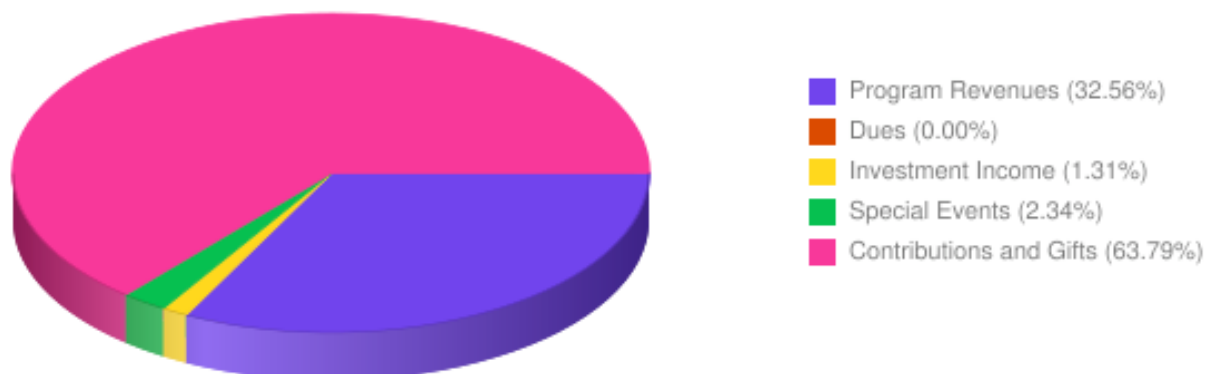
general reporting errors as submitted by individual agencies, disbursements of federal grants, and individual organizations' fundraising efforts, such as capital campaigns. Generally, these fluctuations occur throughout non-profit revenue measurements across the nation as reported in this study. As a result, the annual index 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 dollar amounts going to non-profit arts organizations within a reporting period.

Table #8
Charlotte-Mecklenburg Non-Profit Arts Organization Income 2010

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Charlotte Mecklenburg CVI Region						
Union	\$112,014	\$12,206	\$50,649	\$311,089	\$0	\$485,958
Stanly	\$60,811	\$1,429	\$63,733	\$170,637	\$0	\$296,610
Rowan	\$468,809	\$24,718	\$271,588	\$762,562	\$0	\$1,527,677
Mecklenburg	\$28,420,386	\$1,012,850	\$1,151,157	\$54,941,900	\$3,480	\$85,529,773
Lincoln	\$117,008	\$3,431	\$88,608	\$303,031	\$0	\$512,078
Iredell	\$44,923	\$50	\$0	\$10,253	\$0	\$55,226
Gaston	\$123,438	\$7,932	\$83,030	\$396,372	\$0	\$610,772
Catawba	\$456,290	\$190,026	\$448,059	\$3,634,572	\$0	\$4,728,947
Cabarrus	\$196,483	\$7,350	\$73,496	\$785,429	\$0	\$1,062,758
Anson	\$21,698	\$8,660	\$7,864	\$53,914	\$0	\$92,136
Alexander	\$0	\$0	\$0	\$0	\$0	\$0
Chester	\$2,097	\$0	\$35,486	\$5,280	\$0	\$42,863
York	\$1,757,252	\$9,683	\$11,702	\$899,024	\$0	\$2,677,661
Totals	\$31,781,209	\$1,278,335	\$2,285,372	\$62,274,063	\$3,480	\$97,622,459

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

Chart #11
Charlotte-Mecklenburg Non-Profit Arts Organization Income 2010



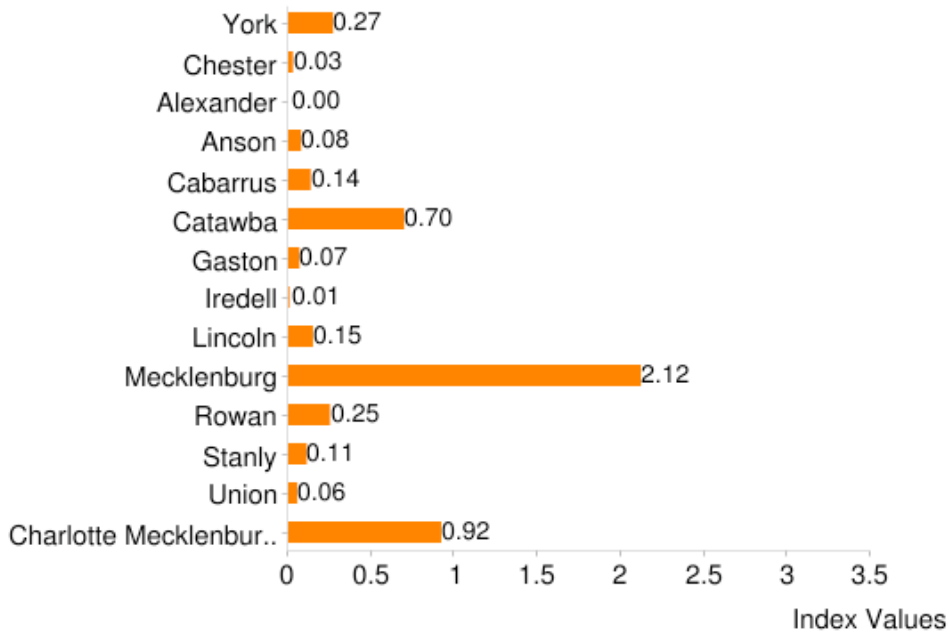
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #9
Charlotte-Mecklenburg Non-Profit Arts Organization Index 2010

Region	Total Revenues	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$485,958	2.41	0.06
Stanly	\$296,610	4.90	0.11
Rowan	\$1,527,677	11.04	0.25
Mecklenburg	\$85,529,773	93.00	2.12
Lincoln	\$512,078	6.54	0.15
Iredell	\$55,226	0.35	0.01
Gaston	\$610,772	2.96	0.07
Catawba	\$4,728,947	30.64	0.70
Cabarrus	\$1,062,758	5.97	0.14
Anson	\$92,136	3.42	0.08
Alexander	\$0	0.00	0.00
Chester	\$42,863	1.29	0.03
York	\$2,677,661	11.84	0.27
Totals	\$97,622,459	40.35	0.92

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

Chart #12
Charlotte-Mecklenburg Non-Profit Arts Organization Index 2010



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

2010 Charlotte-Mecklenburg Region Non-Profit Arts-Active Organization Income and Index Values

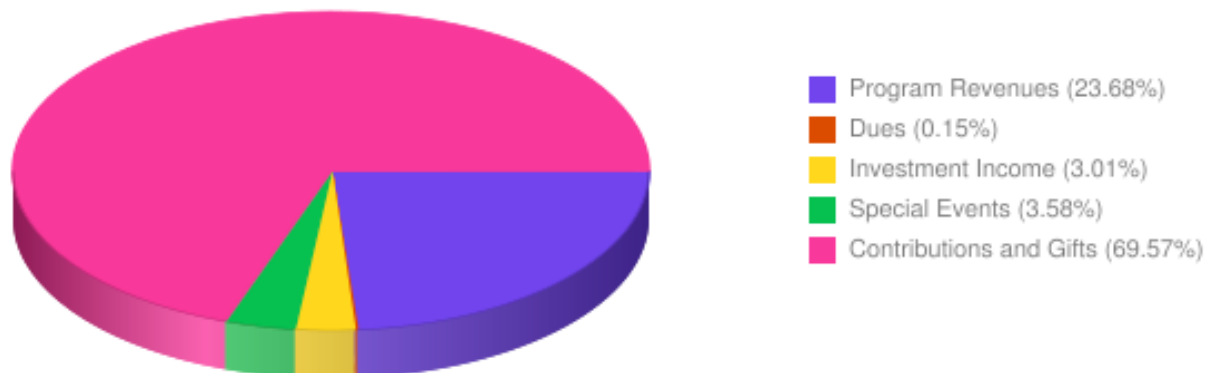
Arts-active organizations are generally qualified within the CVI™ as organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activity associated with exhibit design. Additionally, there are inherently close ties between humanities, culture, and arts organizations. In 2010, \$58.9 million in revenues were generated by non-profit arts-active organizations within the Charlotte-Mecklenburg Region.

**Table #10
Charlotte-Mecklenburg Non-Profit Arts-Active Organization Income 2010**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
Charlotte Mecklenburg CVI Region						
Union	\$130,482	\$0	\$42,004	\$181,925	\$1,045	\$355,456
Stanly	\$0	\$621	\$98,353	\$0	\$0	\$98,974
Rowan	\$1,052,438	\$160,895	\$110,418	\$679,040	\$0	\$2,002,791
Mecklenburg	\$10,968,307	\$1,325,902	\$1,231,702	\$31,051,946	\$904	\$44,578,761
Lincoln	\$9,750	\$85	\$7,546	\$171,801	\$0	\$189,182
Iredell	\$5,317	\$3,897	\$0	\$304,856	\$0	\$314,070
Gaston	\$455,914	\$37,492	\$24,803	\$961,055	\$0	\$1,479,264
Catawba	\$1,017,021	\$139,744	\$479,704	\$1,398,660	\$87,905	\$3,123,034
Cabarrus	\$73,043	\$544	\$8,178	\$223,278	\$0	\$305,043
Anson	\$0	\$839	\$5,080	\$46,248	\$0	\$52,167
Alexander	\$0	\$0	\$0	\$37,875	\$0	\$37,875
Chester	\$0	\$411	\$0	\$268,613	\$0	\$269,024
York	\$253,868	\$106,455	\$106,818	\$5,713,630	\$0	\$6,180,771
Totals	\$13,966,140	\$1,776,885	\$2,114,606	\$41,038,927	\$89,854	\$58,986,412

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

**Chart #13
Charlotte-Mecklenburg Non-Profit Arts-Active Organization Income 2010**



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

Table #11

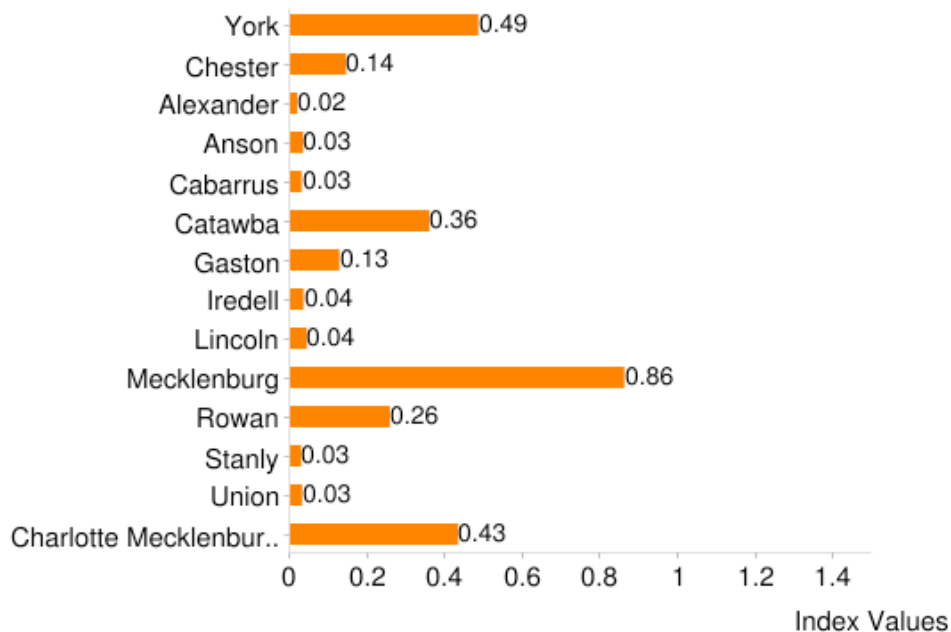
Charlotte-Mecklenburg Non-Profit Arts-Active Organization Index 2010

Region	Total Revenues	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$355,456	1.77	0.03
Stanly	\$98,974	1.63	0.03
Rowan	\$2,002,791	14.47	0.26
Mecklenburg	\$44,578,761	48.47	0.86
Lincoln	\$189,182	2.42	0.04
Iredell	\$314,070	1.97	0.04
Gaston	\$1,479,264	7.18	0.13
Catawba	\$3,123,034	20.23	0.36
Cabarrus	\$305,043	1.71	0.03
Anson	\$52,167	1.94	0.03
Alexander	\$37,875	1.02	0.02
Chester	\$269,024	8.12	0.14
York	\$6,180,771	27.34	0.49
Totals	\$58,986,412	24.38	0.43

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

Chart #14

Charlotte-Mecklenburg Non-Profit Arts-Active Organization Index 2010



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

The 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 report on creative economy employment.

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

Charlotte-Mecklenburg Region Occupational Information

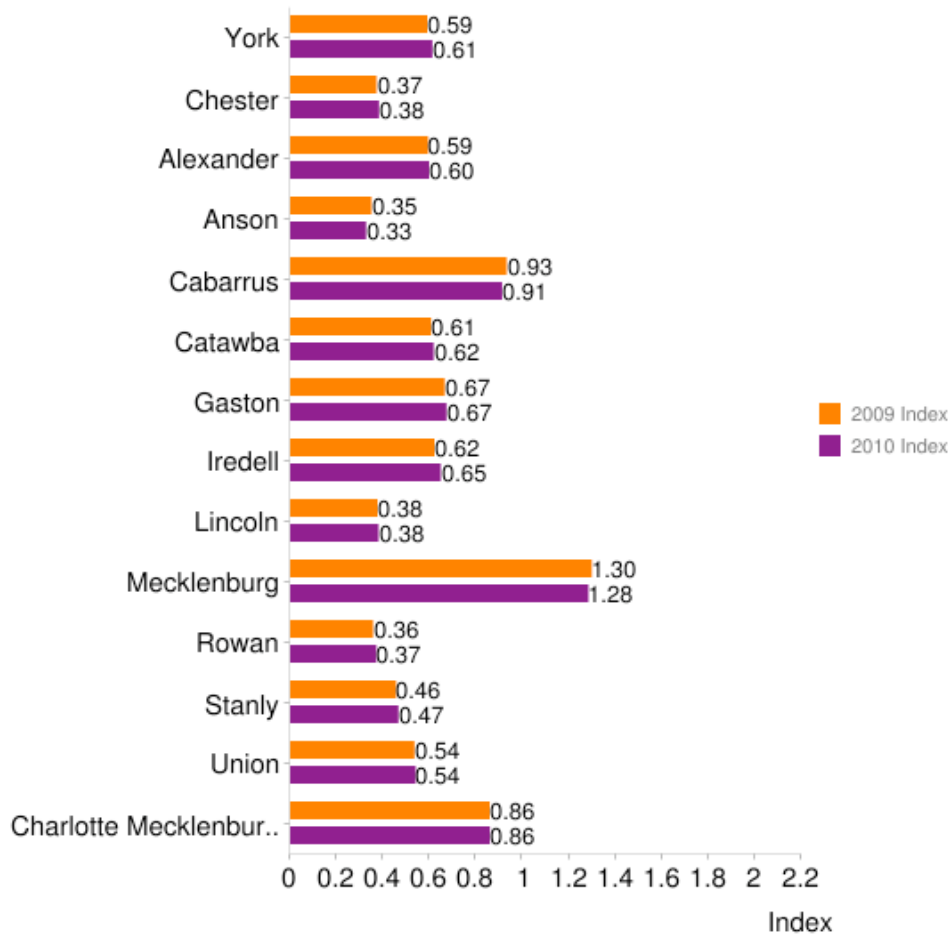
The Charlotte-Mecklenburg Region reported 30,213 jobs within the creative economy and had an index value of 0.86 in 2010. From 2009 to 2010, the area lost 13 creative jobs at a rate of 0.04%. Architects, landscape architects, and musical instrument repairers and tuners experienced job losses at a significant rate, while directors of religious activities; radio and television announcers; and agents and business managers of artists, performers, and athletes experienced gains in the number of jobs. In 2010, directors of religious activities, radio and television announcers, and architects had the highest location quotients within this area.

Table #12
Charlotte-Mecklenburg Occupational Index 2009-2010

Region	2009 Jobs	2010 Jobs	#Change	%Change	2009 Index	2010 Index
Charlotte Mecklenburg CVI Region						
Union	1,553	1,580	27	1.74%	0.54	0.54
Stanly	398	410	12	3.02%	0.46	0.47
Rowan	735	745	10	1.36%	0.36	0.37
Mecklenburg	17,326	17,147	-179	-1.03%	1.30	1.28
Lincoln	418	432	14	3.35%	0.38	0.38
Iredell	1,434	1,501	67	4.67%	0.62	0.65
Gaston	2,030	2,013	-17	-0.84%	0.67	0.67
Catawba	1,411	1,385	-26	-1.84%	0.61	0.62
Cabarrus	2,343	2,357	14	0.60%	0.93	0.91
Anson	128	128	0	0.00%	0.35	0.33
Alexander	319	323	4	1.25%	0.59	0.60
Chester	176	184	8	4.55%	0.37	0.38
York	1,955	2,008	53	2.71%	0.59	0.61
Totals	30,226	30,213	-13	-0.04%	0.86	0.86

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #15
Charlotte-Mecklenburg Occupational Index 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #13

Charlotte-Mecklenburg Jobs by Occupation 2009-2010

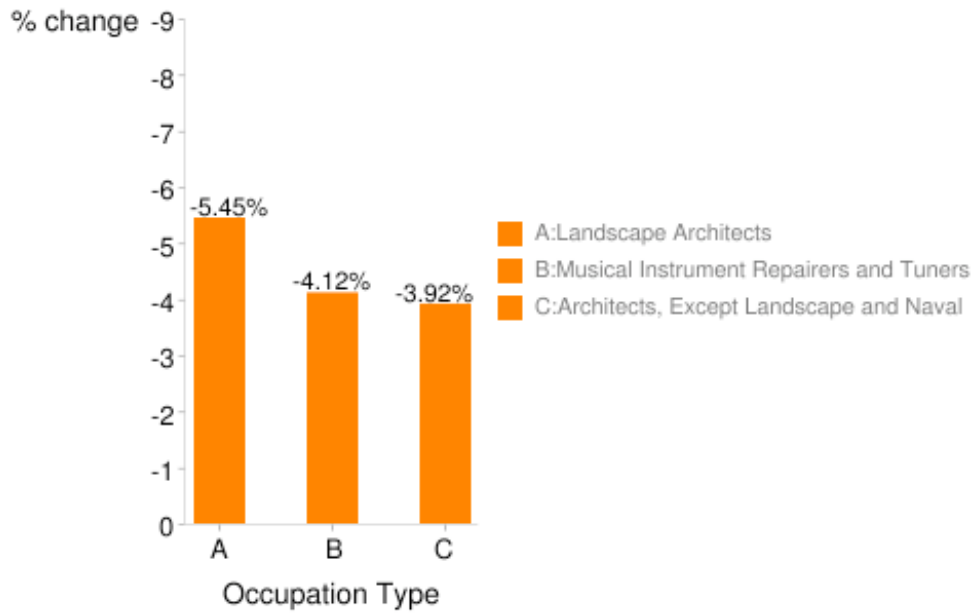
Regions: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Occupation Type	2009 Jobs	2010 Jobs	%Change
Actors	517	510	-1.35
Advertising and Promotions Managers	254	253	-0.39
Agents and Business Managers of Artists, Performers, and Athletes	325	334	2.77
Architects, Except Landscape and Naval	1,325	1,273	-3.92
Art Directors	720	718	-0.28
Audio and Video Equipment Technicians	224	226	0.89
Broadcast Technicians	300	301	0.33
Camera Operators, Television, Video, and Motion Picture	170	168	-1.18
Choreographers	103	104	0.97
Commercial and Industrial Designers	482	481	-0.21
Dancers	127	125	-1.57
Directors, Religious Activities	1,485	1,537	3.50
Editors	936	925	-1.18
Fashion Designers	418	418	0.00
Film and Video Editors	219	214	-2.28
Fine Artists including Painters, Sculptors, and Illustrators	643	642	-0.16
Floral Designers	660	659	-0.15
Graphic Designers	1,895	1,875	-1.06
Interior Designers	819	810	-1.10
Landscape Architects	385	364	-5.45
Librarians	1,274	1,296	1.73
Media and Communication Equipment Workers, All Other	143	142	-0.70
Media and Communication Workers, All Other	777	774	-0.39
Multi-Media Artists and Animators	712	711	-0.14
Music Directors and Composers	1,762	1,794	1.82
Musical Instrument Repairers and Tuners	97	93	-4.12
Musicians and Singers	2,139	2,140	0.05
Photographers	4,829	4,808	-0.43
Producers and Directors	730	728	-0.27
Public Relations Managers	441	445	0.91
Public Relations Specialists	1,770	1,791	1.19
Radio and Television Announcers	419	439	4.77
Set and Exhibit Designers	375	377	0.53
Sound Engineering Technicians	132	130	-1.52
Technical Writers	298	294	-1.34
Writers and Authors	2,321	2,314	-0.30
Total	30,226	30,213	-0.04

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #16

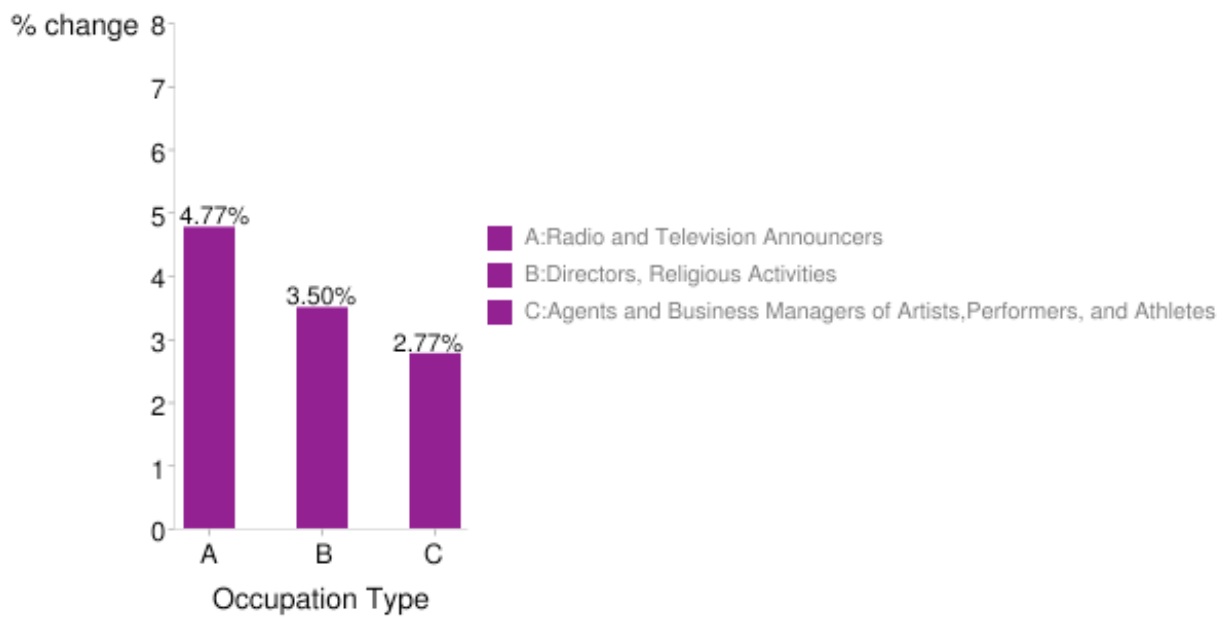
Top 3 Negative % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #17

Top 3 Positive % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #14

Charlotte-Mecklenburg Jobs by Location Quotient 2009-2010

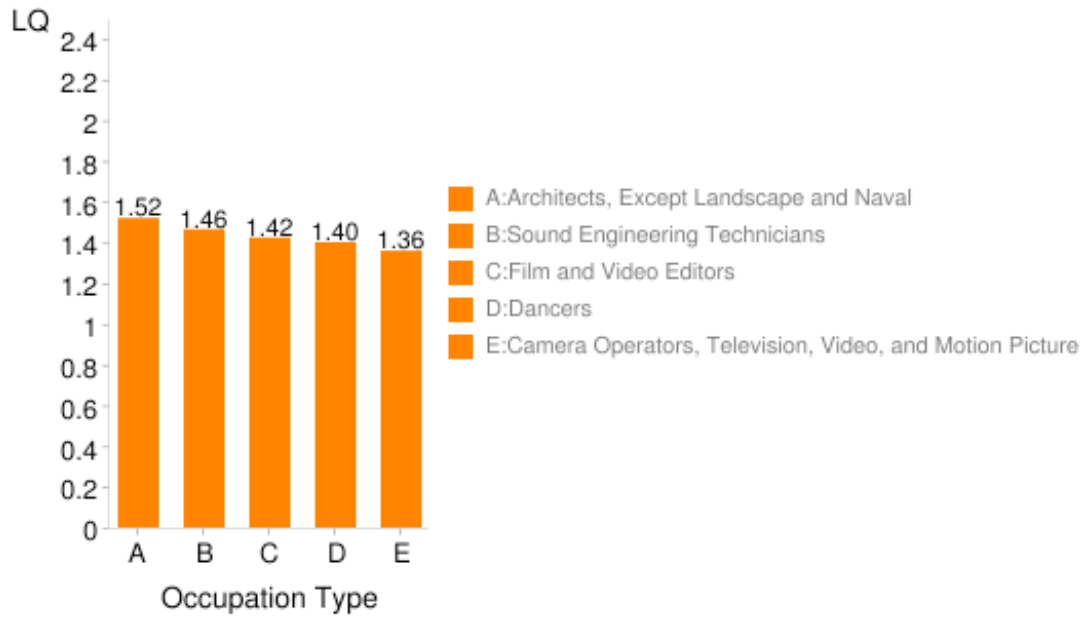
Regions: Union, Stanly, Rowan, Mecklenburg, Lincoln, Iredell, Gaston, Catawba, Cabarrus, Anson, Alexander, Chester, York

Occupation Type	2009 State LQ	2010 State LQ	2009 National LQ	2010 National LQ
Actors	1.13	1.12	0.68	0.67
Advertising and Promotions Managers	1.08	1.10	0.65	0.65
Agents and Business Managers of Artists, Performers, and Athletes	1.12	1.12	0.84	0.85
Architects, Except Landscape and Naval	1.52	1.54	1.20	1.20
Art Directors	0.96	0.96	0.70	0.70
Audio and Video Equipment Technicians	0.87	0.88	0.52	0.53
Broadcast Technicians	1.30	1.32	1.07	1.10
Camera Operators, Television, Video, and Motion Picture	1.36	1.36	0.81	0.81
Choreographers	1.01	1.01	0.53	0.54
Commercial and Industrial Designers	1.00	1.01	0.81	0.80
Dancers	1.40	1.40	0.81	0.80
Directors, Religious Activities	1.18	1.19	1.48	1.51
Editors	1.07	1.09	0.74	0.75
Fashion Designers	1.12	1.12	0.85	0.84
Film and Video Editors	1.42	1.43	1.03	1.02
Fine Artists including Painters, Sculptors, and Illustrators	0.94	0.94	0.76	0.75
Floral Designers	0.94	0.96	0.86	0.86
Graphic Designers	1.09	1.10	0.95	0.95
Interior Designers	1.20	1.21	1.12	1.10
Landscape Architects	0.91	0.91	0.83	0.82
Librarians	0.95	0.97	1.01	1.03
Media and Communication Equipment Workers, All Other	1.29	1.28	0.83	0.81
Media and Communication Workers, All Other	0.93	0.93	0.72	0.71
Multi-Media Artists and Animators	0.87	0.87	0.71	0.71
Music Directors and Composers	1.07	1.08	1.02	1.03
Musical Instrument Repairers and Tuners	0.96	0.95	0.91	0.88
Musicians and Singers	1.16	1.16	1.04	1.04
Photographers	0.96	0.96	0.78	0.77
Producers and Directors	1.13	1.14	0.70	0.70
Public Relations Managers	1.11	1.12	0.93	0.95
Public Relations Specialists	1.16	1.18	0.79	0.79
Radio and Television Announcers	1.05	1.14	1.03	1.11
Set and Exhibit Designers	0.91	0.91	0.87	0.86
Sound Engineering Technicians	1.46	1.49	0.81	0.81
Technical Writers	0.85	0.85	0.65	0.64
Writers and Authors	0.98	0.98	0.77	0.77

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #18

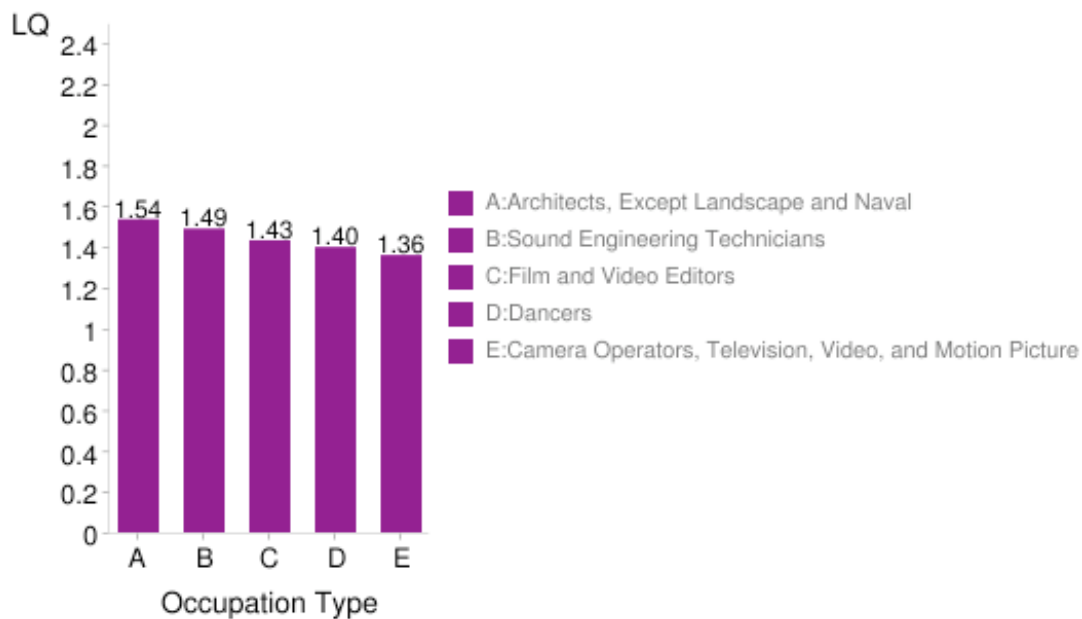
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #19

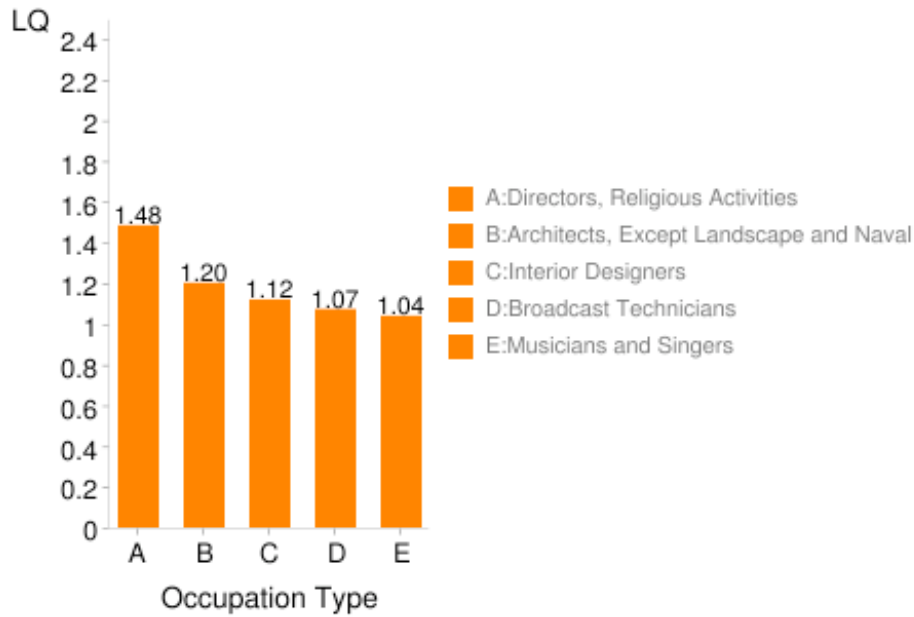
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #20

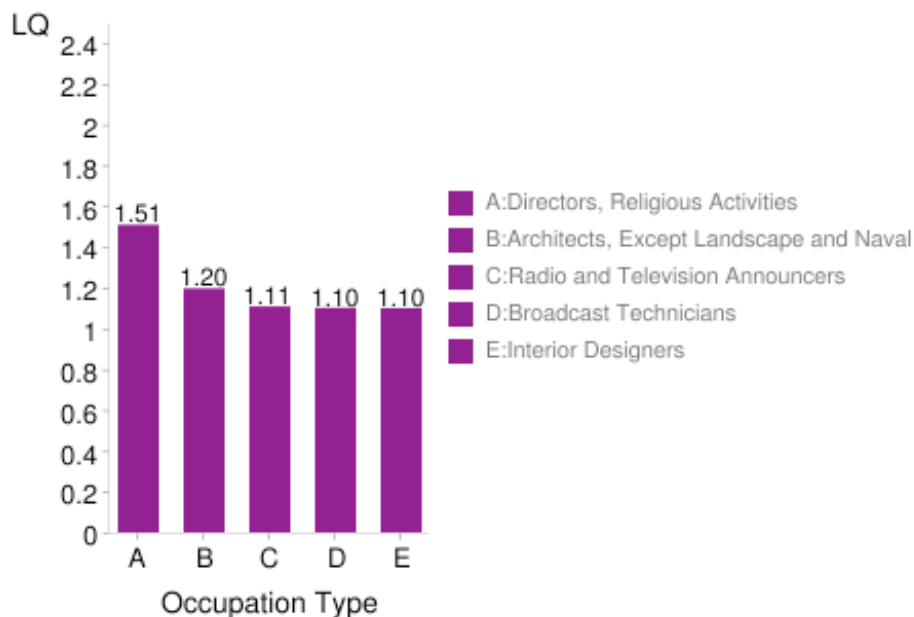
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #21

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Mecklenburg County Occupational Information

Between 2009 and 2010, this county lost 179 creative jobs at a rate of 1.03%. Mecklenburg County employed 17,147 people within highly creative occupations and had an occupational index of 1.28. The overall job loss in this county can be attributed to the decline in positions for landscape architects, architects, and film and video editors. Some occupations, such as radio and television announcers; directors of religious activities; and agents and business managers of artists, performers, and athletes, reported an increase in the number of jobs. Architects, broadcast technicians, and radio and television announcers had location quotients above the national average.

Table #15
Mecklenburg County Jobs by Occupation 2009-2010

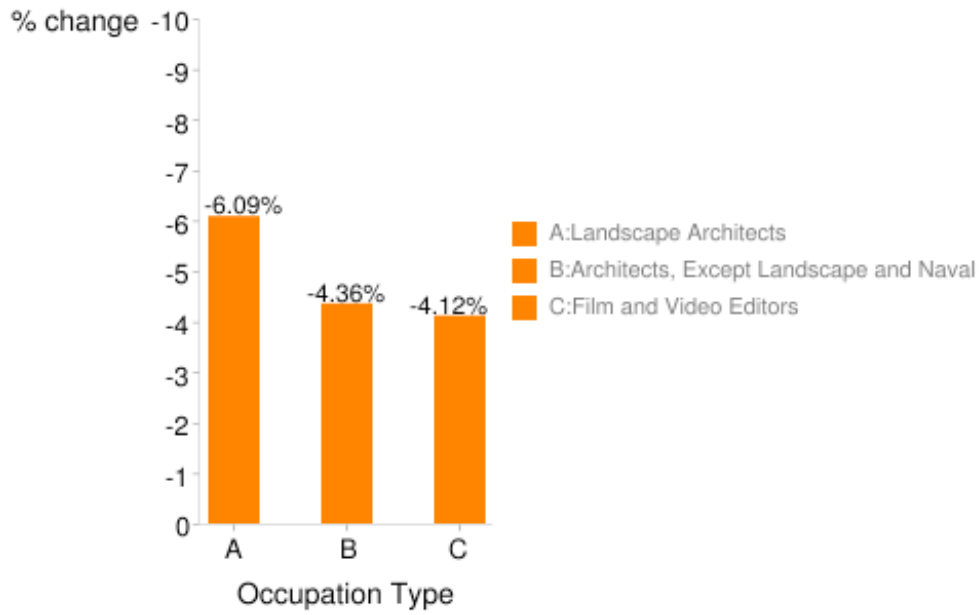
Region: Mecklenburg

Occupation Type	2009 Jobs	2010 Jobs	%Change
Actors	312	305	-2.24
Advertising and Promotions Managers	149	146	-2.01
Agents and Business Managers of Artists, Performers, and Athletes	189	192	1.59
Architects, Except Landscape and Naval	1,032	987	-4.36
Art Directors	395	390	-1.27
Audio and Video Equipment Technicians	132	133	0.76
Broadcast Technicians	234	232	-0.85
Camera Operators, Television, Video, and Motion Picture	126	124	-1.59
Choreographers	55	55	0.00
Commercial and Industrial Designers	246	245	-0.41
Dancers	75	73	-2.67
Directors, Religious Activities	680	704	3.53
Editors	573	557	-2.79
Fashion Designers	216	216	0.00
Film and Video Editors	170	163	-4.12
Fine Artists including Painters, Sculptors, and Illustrators	341	339	-0.59
Floral Designers	309	307	-0.65
Graphic Designers	1,153	1,127	-2.25
Interior Designers	525	515	-1.90
Landscape Architects	197	185	-6.09
Librarians	612	620	1.31
Media and Communication Equipment Workers, All Other	103	102	-0.97
Media and Communication Workers, All Other	418	414	-0.96
Multi-Media Artists and Animators	397	393	-1.01
Music Directors and Composers	870	879	1.03
Musical Instrument Repairers and Tuners	38	37	-2.63
Musicians and Singers	1,173	1,153	-1.71
Photographers	2,584	2,549	-1.35
Producers and Directors	518	512	-1.16
Public Relations Managers	286	285	-0.35
Public Relations Specialists	1,095	1,095	0.00
Radio and Television Announcers	311	322	3.54
Set and Exhibit Designers	201	201	0.00
Sound Engineering Technicians	94	92	-2.13
Technical Writers	210	205	-2.38
Writers and Authors	1,307	1,293	-1.07
Total	17,326	17,147	-1.03

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #22

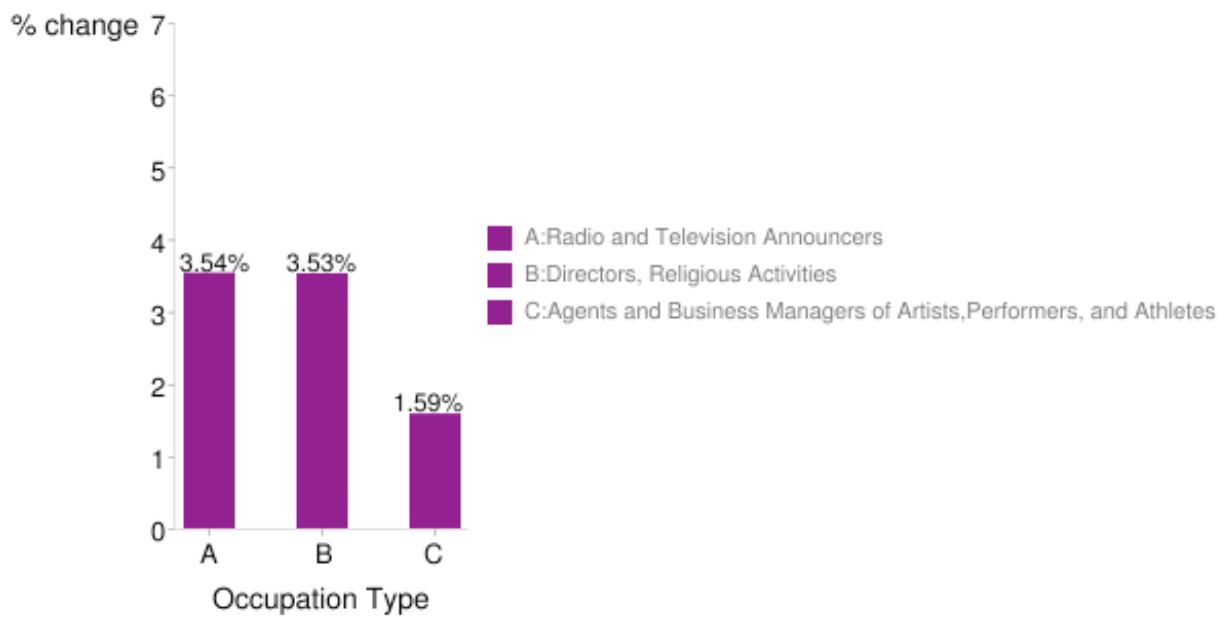
Top 3 Negative % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #23

Top 3 Positive % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #16
Mecklenburg County Jobs by Location Quotient 2009-2010

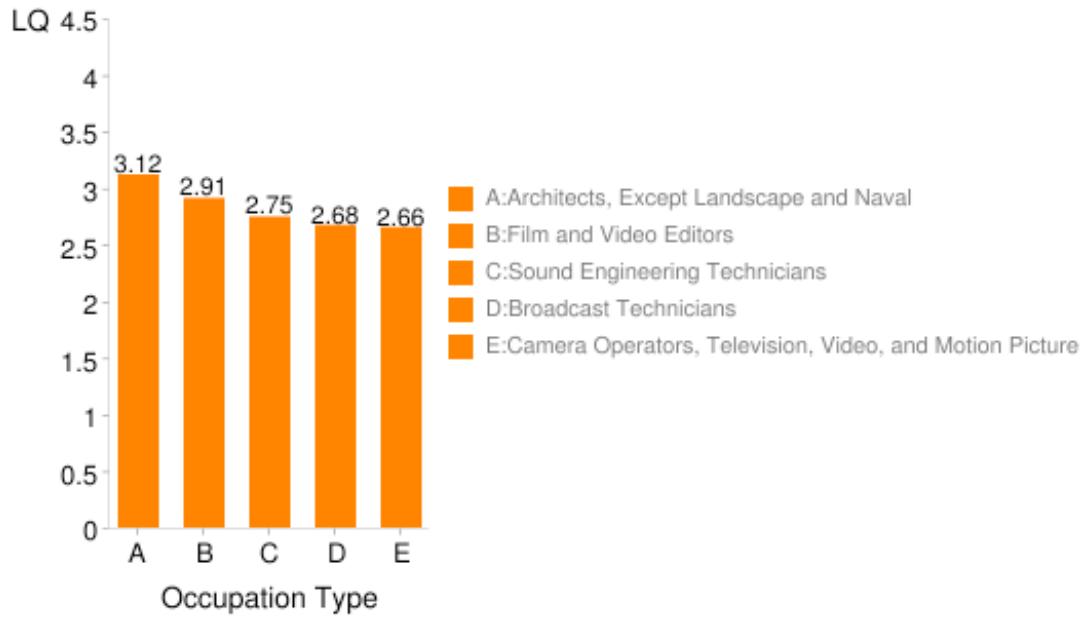
Region: Mecklenburg

Occupation Type	2009 State LQ	2010 State LQ	2009 National LQ	2010 National LQ
Actors	1.79	1.76	1.08	1.05
Advertising and Promotions Managers	1.67	1.67	1.00	0.99
Agents and Business Managers of Artists, Performers, and Athletes	1.72	1.69	1.30	1.29
Architects, Except Landscape and Naval	3.12	3.13	2.47	2.44
Art Directors	1.39	1.37	1.01	0.99
Audio and Video Equipment Technicians	1.35	1.36	0.81	0.82
Broadcast Technicians	2.68	2.67	2.21	2.23
Camera Operators, Television, Video, and Motion Picture	2.66	2.64	1.58	1.57
Choreographers	1.42	1.41	0.75	0.75
Commercial and Industrial Designers	1.35	1.35	1.09	1.07
Dancers	2.18	2.15	1.26	1.24
Directors, Religious Activities	1.42	1.44	1.79	1.82
Editors	1.73	1.72	1.20	1.19
Fashion Designers	1.52	1.52	1.15	1.14
Film and Video Editors	2.91	2.87	2.11	2.04
Fine Artists including Painters, Sculptors, and Illustrators	1.32	1.31	1.06	1.05
Floral Designers	1.16	1.17	1.06	1.06
Graphic Designers	1.75	1.74	1.53	1.50
Interior Designers	2.03	2.02	1.89	1.84
Landscape Architects	1.23	1.21	1.13	1.10
Librarians	1.20	1.22	1.27	1.30
Media and Communication Equipment Workers, All Other	2.45	2.42	1.57	1.53
Media and Communication Workers, All Other	1.32	1.32	1.02	1.00
Multi-Media Artists and Animators	1.29	1.27	1.04	1.03
Music Directors and Composers	1.39	1.39	1.33	1.33
Musical Instrument Repairers and Tuners	0.99	0.99	0.94	0.92
Musicians and Singers	1.68	1.64	1.50	1.47
Photographers	1.35	1.34	1.10	1.07
Producers and Directors	2.12	2.10	1.30	1.30
Public Relations Managers	1.89	1.89	1.59	1.59
Public Relations Specialists	1.90	1.90	1.28	1.28
Radio and Television Announcers	2.06	2.19	2.02	2.14
Set and Exhibit Designers	1.28	1.28	1.22	1.20
Sound Engineering Technicians	2.75	2.77	1.51	1.50
Technical Writers	1.57	1.55	1.20	1.18
Writers and Authors	1.45	1.44	1.14	1.13

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #24

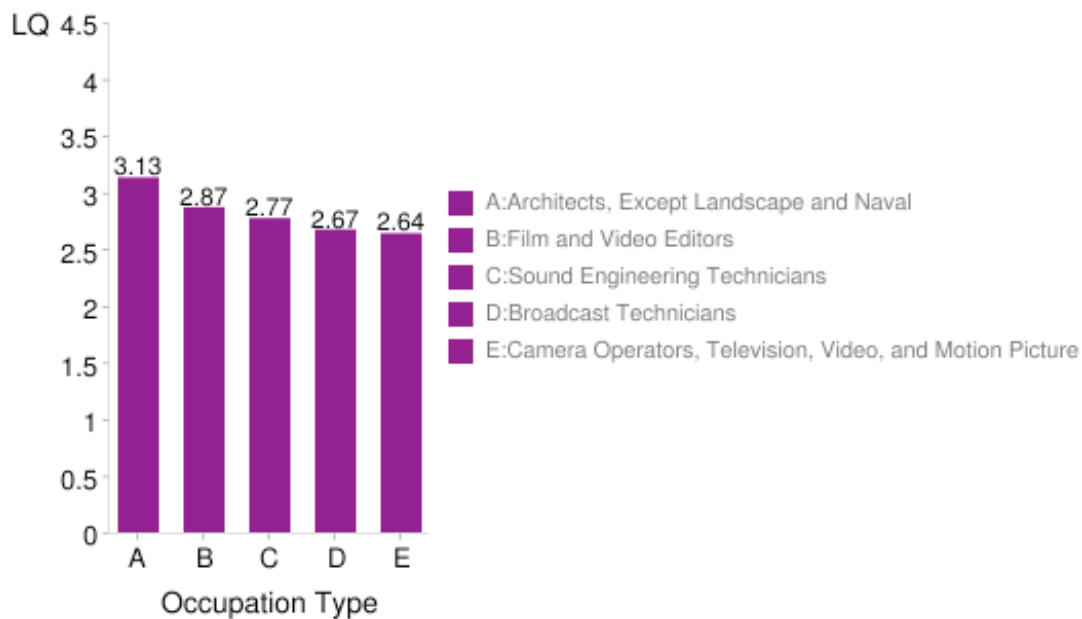
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #25

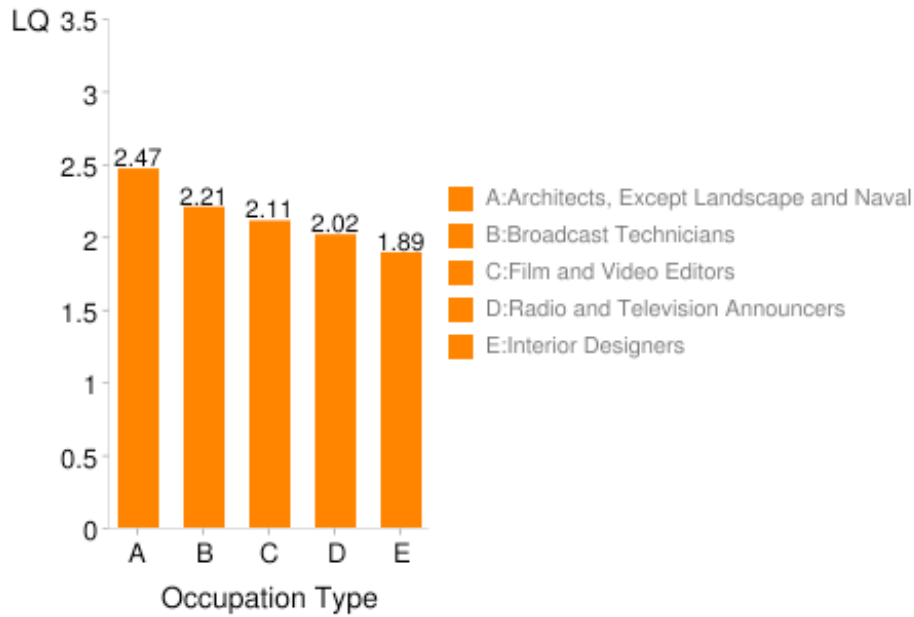
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #26

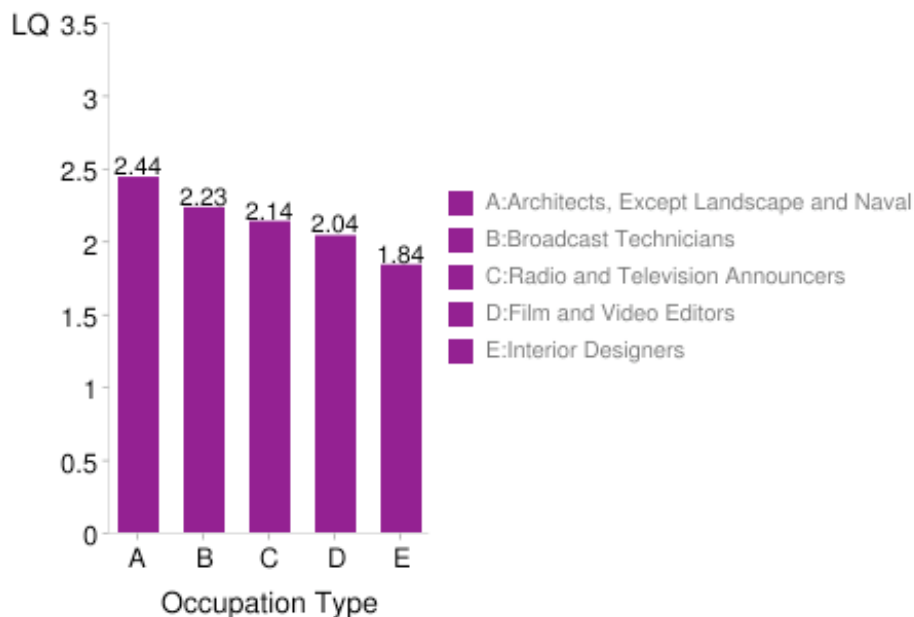
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #27

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Cabarrus County Occupational Information

This county employed 2,357 people within the creative economy, which resulted in an occupational index value of 0.91 in 2010. From 2009 to 2010, this county generated 14 creative jobs at a growth rate of 0.60%. The fastest growing occupations in the county were directors of religious activities, librarians, and commercial and industrial designers; however, floral designers, landscape architects, and actors experienced a decline. Dancers, directors of religious activities, and musical instrument repairers and tuners had the highest concentration of individuals employed in Cabarrus County in 2010.

Table #17
Cabarrus County Jobs by Occupation 2009-2010

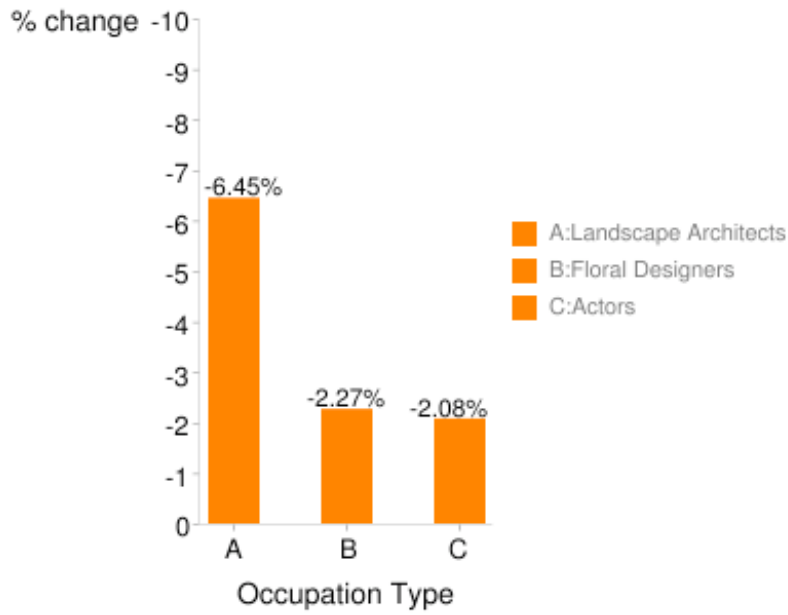
Region: Cabarrus

Occupation Type	2009 Jobs	2010 Jobs	%Change
Actors	48	47	-2.08
Advertising and Promotions Managers	19	19	0.00
Agents and Business Managers of Artists, Performers, and Athletes	35	35	0.00
Architects, Except Landscape and Naval	53	52	-1.89
Art Directors	64	64	0.00
Audio and Video Equipment Technicians	20	20	0.00
Broadcast Technicians	12	12	0.00
Camera Operators, Television, Video, and Motion Picture	11	11	0.00
Choreographers	9	9	0.00
Commercial and Industrial Designers	29	30	3.45
Dancers	19	19	0.00
Directors, Religious Activities	114	120	5.26
Editors	47	47	0.00
Fashion Designers	28	28	0.00
Film and Video Editors	8	8	0.00
Fine Artists including Painters, Sculptors, and Illustrators	61	60	-1.64
Floral Designers	44	43	-2.27
Graphic Designers	106	107	0.94
Interior Designers	47	47	0.00
Landscape Architects	31	29	-6.45
Librarians	111	115	3.60
Media and Communication Equipment Workers, All Other	10	10	0.00
Media and Communication Workers, All Other	72	72	0.00
Multi-Media Artists and Animators	63	63	0.00
Music Directors and Composers	149	152	2.01
Musical Instrument Repairers and Tuners	10	10	0.00
Musicians and Singers	174	177	1.72
Photographers	455	455	0.00
Producers and Directors	47	47	0.00
Public Relations Managers	29	30	3.45
Public Relations Specialists	127	130	2.36
Radio and Television Announcers	32	32	0.00
Set and Exhibit Designers	26	26	0.00
Sound Engineering Technicians	8	8	0.00
Technical Writers	15	15	0.00
Writers and Authors	210	208	-0.95
Total	2,343	2,357	0.60

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #28

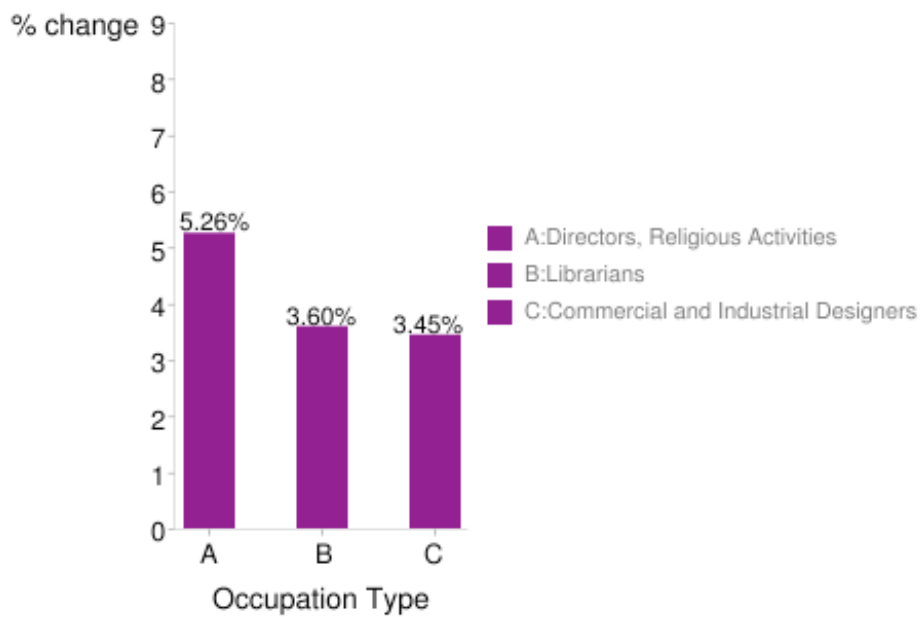
Top 3 Negative % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #29

Top 3 Positive % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Table # 8
Cabarrus County Jobs by Location Quotient 2009-2010

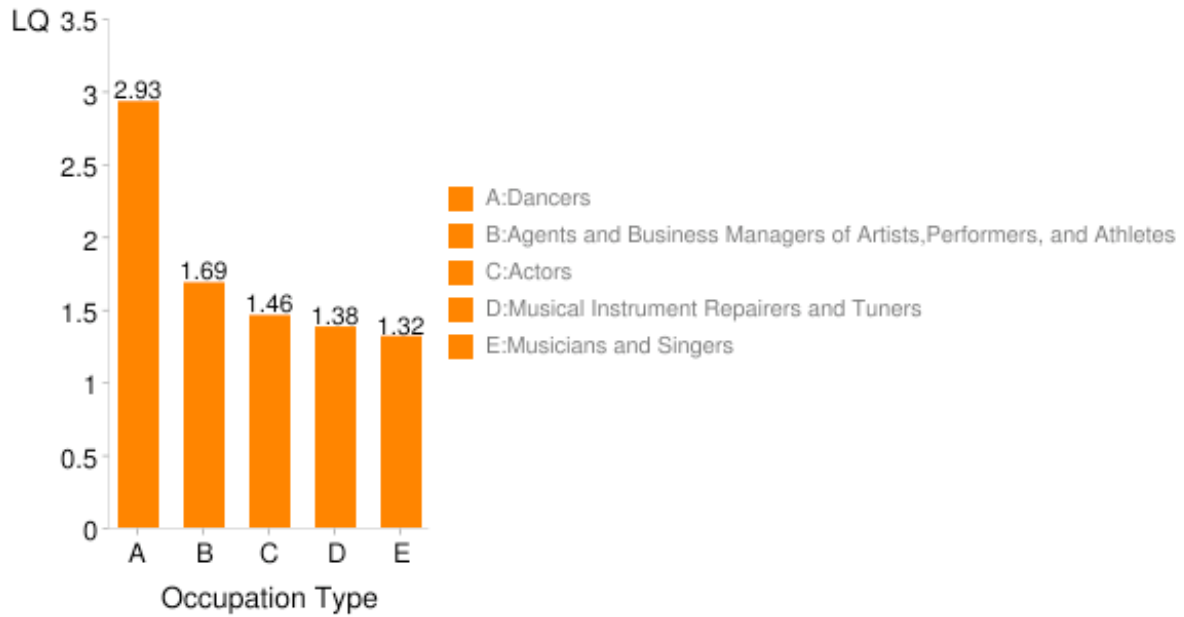
Region: Cabarrus

Occupation Type	2009 State LQ	2010 State LQ	2009 National LQ	2010 National LQ
Actors	1.46	1.40	0.88	0.83
Advertising and Promotions Managers	1.13	1.12	0.68	0.66
Agents and Business Managers of Artists, Performers, and Athletes	1.69	1.59	1.27	1.22
Architects, Except Landscape and Naval	0.85	0.85	0.67	0.66
Art Directors	1.19	1.17	0.87	0.84
Audio and Video Equipment Technicians	1.08	1.06	0.65	0.64
Broadcast Technicians	0.73	0.71	0.60	0.60
Camera Operators, Television, Video, and Motion Picture	1.23	1.21	0.73	0.72
Choreographers	1.23	1.19	0.65	0.63
Commercial and Industrial Designers	0.84	0.86	0.68	0.68
Dancers	2.93	2.89	1.70	1.66
Directors, Religious Activities	1.26	1.27	1.59	1.60
Editors	0.75	0.75	0.52	0.52
Fashion Designers	1.05	1.02	0.79	0.76
Film and Video Editors	0.73	0.73	0.53	0.52
Fine Artists including Painters, Sculptors, and Illustrators	1.25	1.19	1.01	0.96
Floral Designers	0.88	0.85	0.80	0.76
Graphic Designers	0.86	0.85	0.75	0.73
Interior Designers	0.96	0.95	0.90	0.87
Landscape Architects	1.03	0.98	0.94	0.89
Librarians	1.16	1.16	1.23	1.24
Media and Communication Equipment Workers, All Other	1.26	1.23	0.81	0.78
Media and Communication Workers, All Other	1.21	1.18	0.93	0.90
Multi-Media Artists and Animators	1.08	1.05	0.88	0.85
Music Directors and Composers	1.27	1.24	1.21	1.19
Musical Instrument Repairers and Tuners	1.38	1.38	1.31	1.29
Musicians and Singers	1.32	1.30	1.18	1.16
Photographers	1.26	1.24	1.02	0.99
Producers and Directors	1.02	1.00	0.63	0.61
Public Relations Managers	1.02	1.03	0.86	0.87
Public Relations Specialists	1.17	1.16	0.79	0.78
Radio and Television Announcers	1.13	1.13	1.10	1.10
Set and Exhibit Designers	0.88	0.85	0.84	0.80
Sound Engineering Technicians	1.24	1.25	0.68	0.68
Technical Writers	0.60	0.59	0.46	0.45
Writers and Authors	1.24	1.19	0.98	0.94

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #30

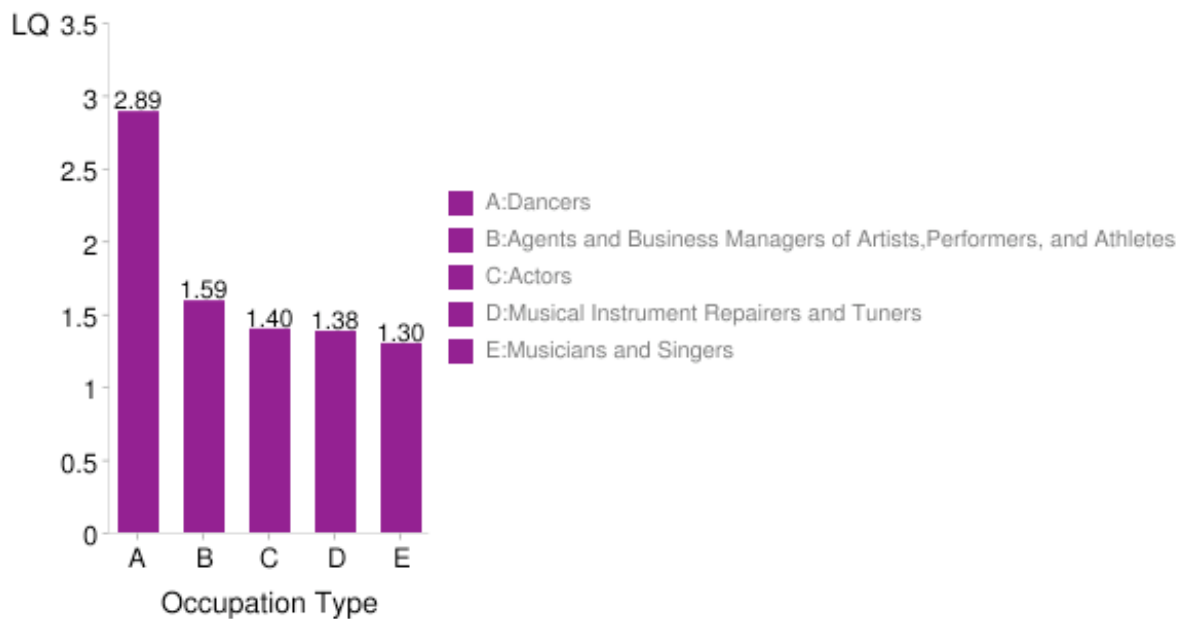
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #31

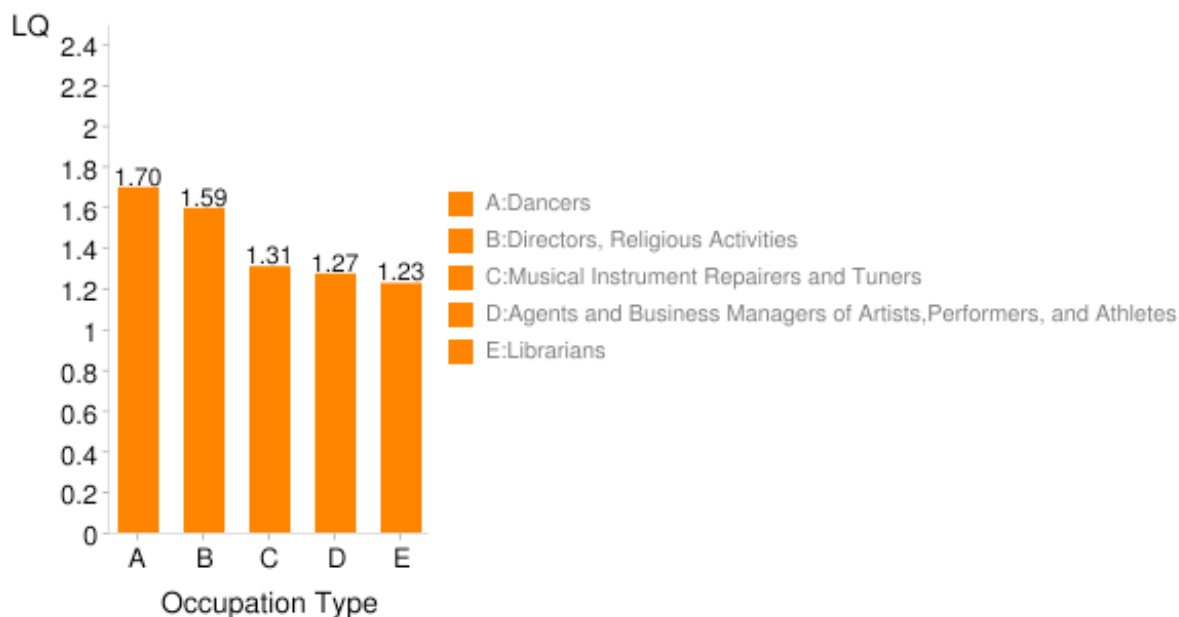
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #32

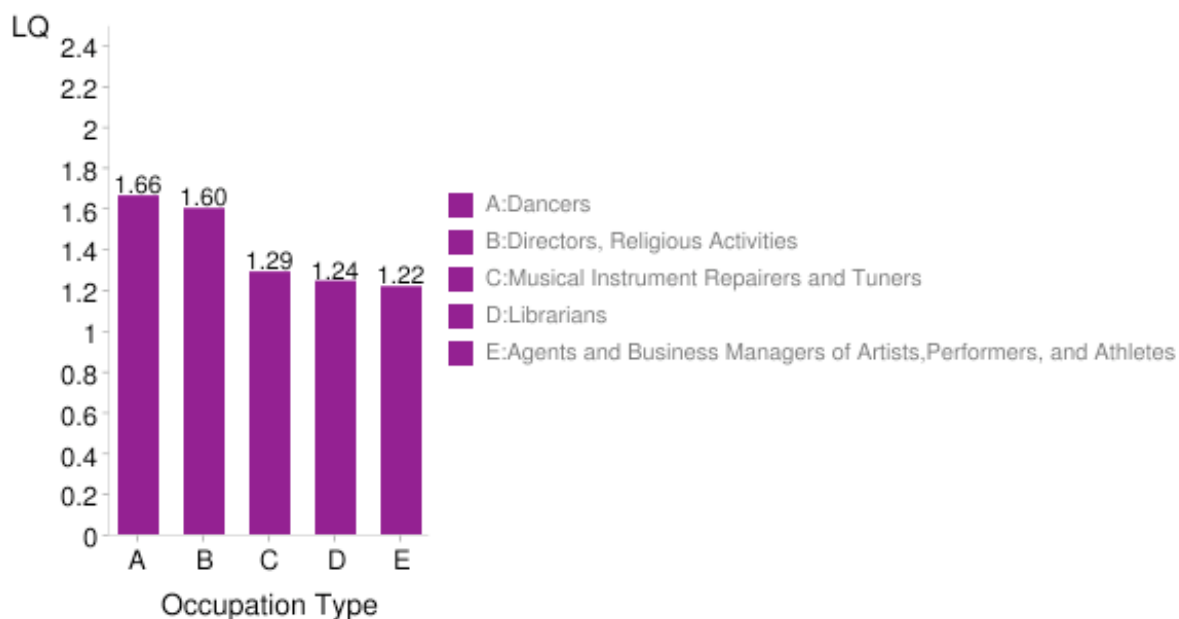
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #33

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Catawba County Occupational Information

This county lost 26 positions within the creative economy between 2009 and 2010, which resulted in 1,385 creative jobs and an occupational index value of 0.62 in 2010. Dancers and musical instrument repairers and tuners lost jobs, while directors of religious activities and musical directors and composers experienced a substantial increase in the number of jobs. Some occupations, such as directors of religious activities and fashion designers, had location quotients above the national average.

Table #19
Catawba County Jobs by Occupation 2009-2010

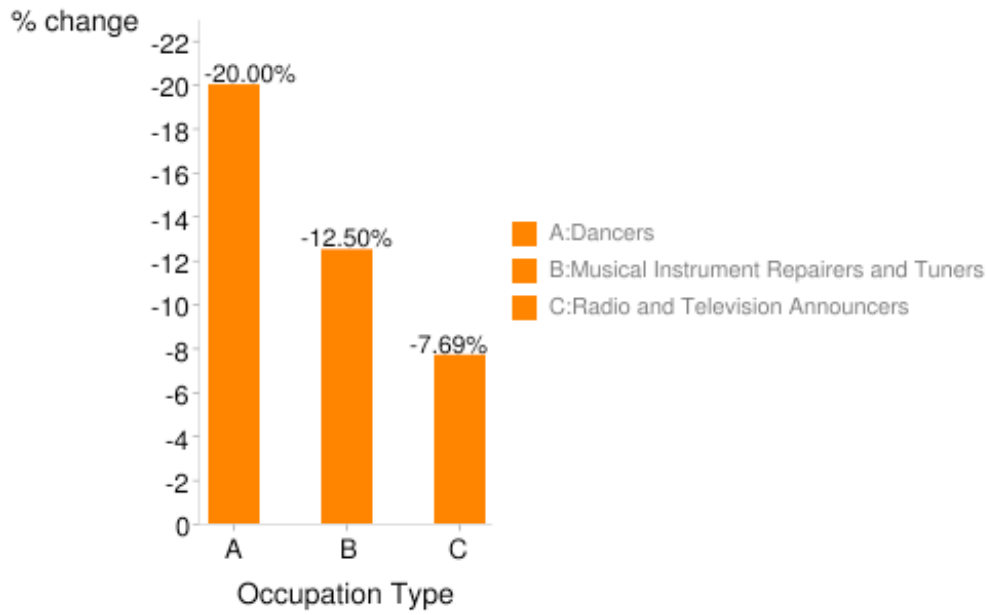
Region: Catawba

Occupation Type	2009 Jobs	2010 Jobs	%Change
Actors	18	18	0.00
Advertising and Promotions Managers	14	14	0.00
Agents and Business Managers of Artists, Performers, and Athletes	11	11	0.00
Architects, Except Landscape and Naval	27	26	-3.70
Art Directors	31	30	-3.23
Audio and Video Equipment Technicians	11	11	0.00
Broadcast Technicians	5	5	0.00
Camera Operators, Television, Video, and Motion Picture	3	3	0.00
Choreographers	5	5	0.00
Commercial and Industrial Designers	51	48	-5.88
Dancers	5	4	-20.00
Directors, Religious Activities	99	101	2.02
Editors	30	30	0.00
Fashion Designers	45	42	-6.67
Film and Video Editors	4	4	0.00
Fine Artists including Painters, Sculptors, and Illustrators	25	25	0.00
Floral Designers	39	38	-2.56
Graphic Designers	122	121	-0.82
Interior Designers	50	49	-2.00
Landscape Architects	16	15	-6.25
Librarians	73	73	0.00
Media and Communication Equipment Workers, All Other	3	3	0.00
Media and Communication Workers, All Other	36	34	-5.56
Multi-Media Artists and Animators	27	27	0.00
Music Directors and Composers	90	91	1.11
Musical Instrument Repairers and Tuners	8	7	-12.50
Musicians and Singers	105	105	0.00
Photographers	227	218	-3.96
Producers and Directors	18	18	0.00
Public Relations Managers	19	19	0.00
Public Relations Specialists	60	60	0.00
Radio and Television Announcers	13	12	-7.69
Set and Exhibit Designers	23	22	-4.35
Sound Engineering Technicians	5	5	0.00
Technical Writers	11	11	0.00
Writers and Authors	82	80	-2.44
Total	1,411	1,385	-1.84

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #34

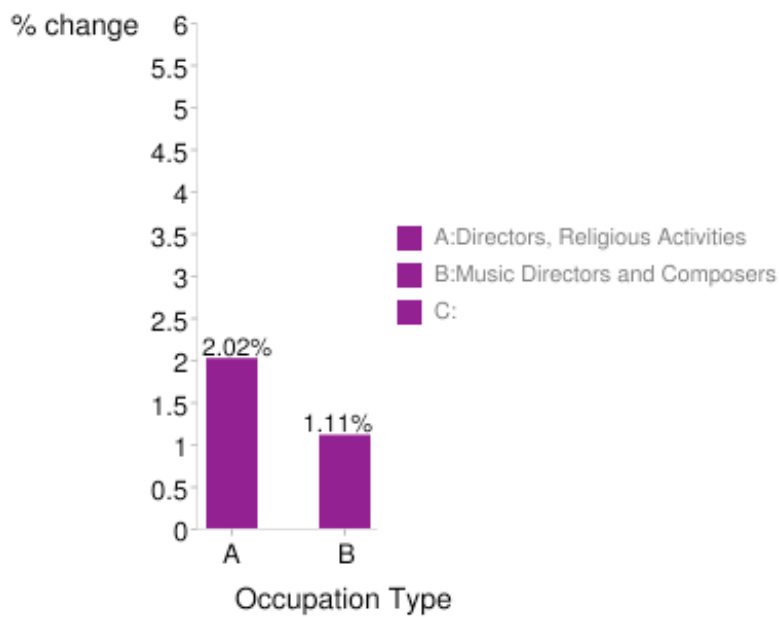
Top 3 Negative % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #35

Top 3 Positive % Change by Occupation 2009-2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #20
Catawba County Jobs by Location Quotient 2009-2010

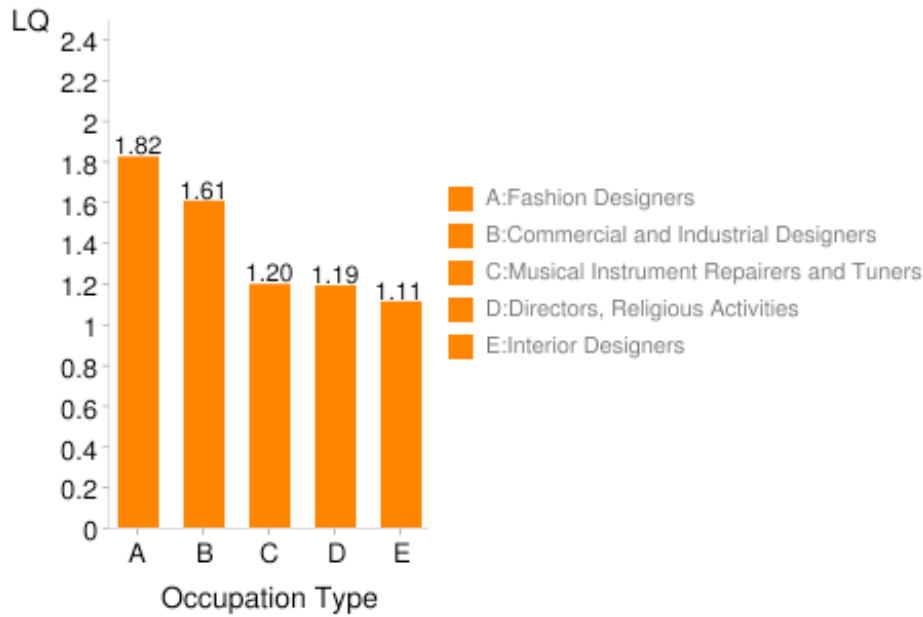
Region: Catawba

Occupation Type	2009 State LQ	2010 State LQ	2009 National LQ	2010 National LQ
Actors	0.59	0.62	0.36	0.37
Advertising and Promotions Managers	0.90	0.95	0.54	0.57
Agents and Business Managers of Artists, Performers, and Athletes	0.57	0.58	0.43	0.44
Architects, Except Landscape and Naval	0.47	0.49	0.37	0.38
Art Directors	0.62	0.63	0.45	0.46
Audio and Video Equipment Technicians	0.64	0.67	0.39	0.40
Broadcast Technicians	0.33	0.34	0.27	0.29
Camera Operators, Television, Video, and Motion Picture	0.36	0.38	0.22	0.23
Choreographers	0.74	0.76	0.39	0.41
Commercial and Industrial Designers	1.61	1.58	1.29	1.25
Dancers	0.84	0.70	0.48	0.40
Directors, Religious Activities	1.19	1.23	1.50	1.55
Editors	0.52	0.55	0.36	0.38
Fashion Designers	1.82	1.76	1.38	1.32
Film and Video Editors	0.39	0.42	0.29	0.30
Fine Artists including Painters, Sculptors, and Illustrators	0.55	0.57	0.45	0.46
Floral Designers	0.84	0.86	0.77	0.78
Graphic Designers	1.07	1.11	0.93	0.96
Interior Designers	1.11	1.15	1.04	1.04
Landscape Architects	0.57	0.58	0.52	0.53
Librarians	0.82	0.85	0.87	0.91
Media and Communication Equipment Workers, All Other	0.41	0.42	0.26	0.27
Media and Communication Workers, All Other	0.65	0.64	0.51	0.49
Multi-Media Artists and Animators	0.50	0.52	0.41	0.42
Music Directors and Composers	0.83	0.86	0.79	0.82
Musical Instrument Repairers and Tuners	1.20	1.12	1.13	1.04
Musicians and Singers	0.86	0.89	0.77	0.80
Photographers	0.68	0.68	0.55	0.55
Producers and Directors	0.42	0.44	0.26	0.27
Public Relations Managers	0.72	0.75	0.61	0.63
Public Relations Specialists	0.60	0.62	0.40	0.42
Radio and Television Announcers	0.49	0.49	0.48	0.47
Set and Exhibit Designers	0.84	0.83	0.80	0.78
Sound Engineering Technicians	0.84	0.90	0.46	0.49
Technical Writers	0.47	0.50	0.36	0.38
Writers and Authors	0.52	0.53	0.41	0.42

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #36

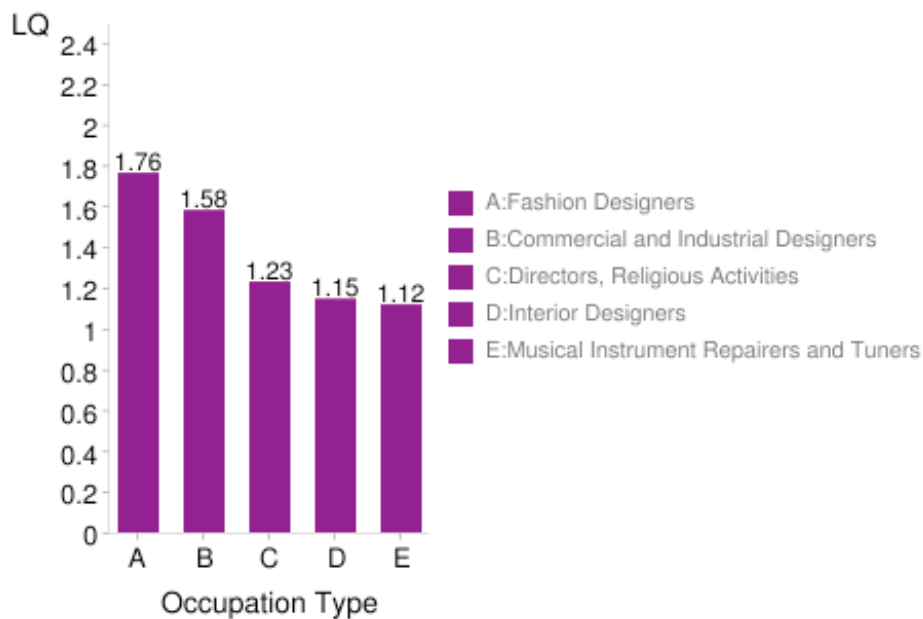
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #37

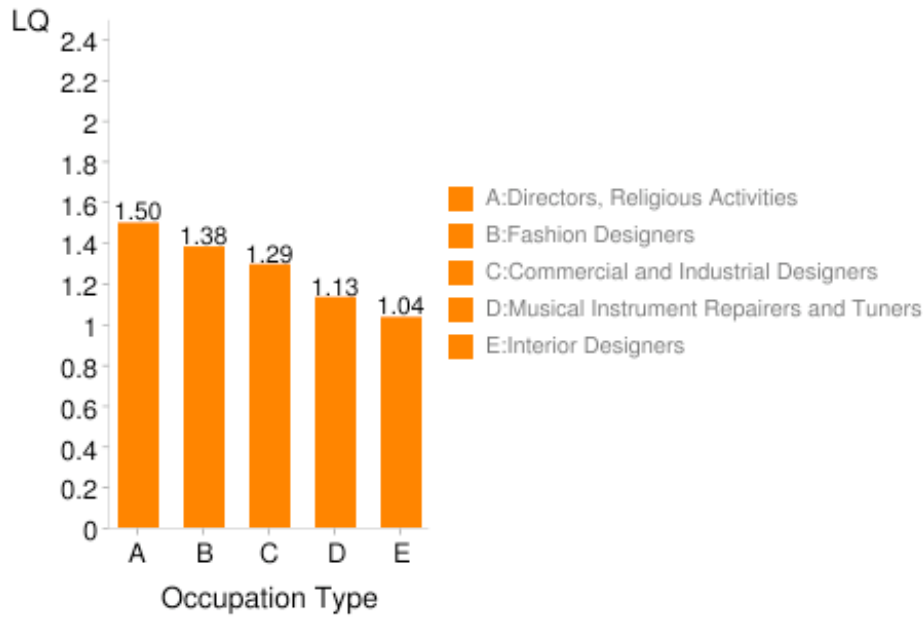
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #38

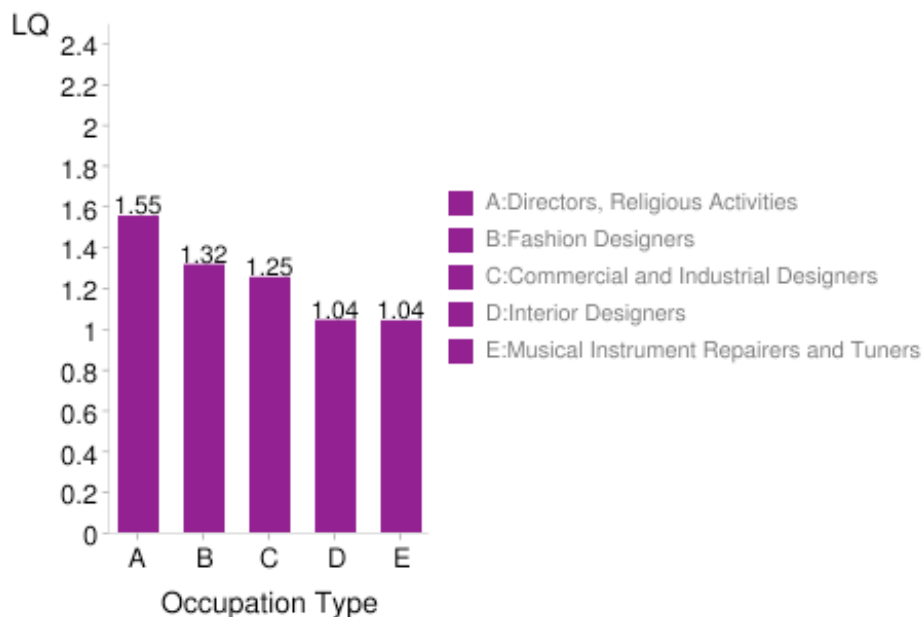
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2009



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #39

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

2010 Charlotte-Mecklenburg Region Photography Store Sales

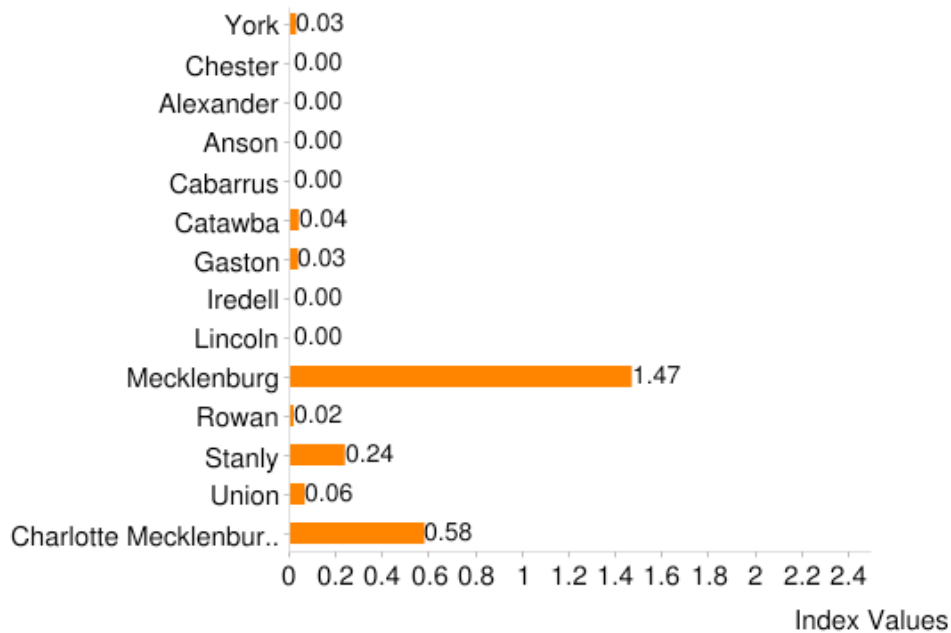
This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment and photographic supplies or retailing new cameras and photographic equipment in combination with activities such as repair services and film developing (U.S. Census Bureau). Table #21 and Chart #40 summarize sales for these types of businesses within the area for 2010. The Charlotte-Mecklenburg Region had \$6.86 million in total sales, \$2.84 per capita, and a 2010 individual CVI™ value of 0.58 in this category.

Table #21
Charlotte-Mecklenburg Photography Store Sales 2010

Region	Photography Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$62,000	0.31	0.06
Stanly	\$70,000	1.16	0.24
Rowan	\$10,000	0.07	0.02
Mecklenburg	\$6,630,000	7.21	1.47
Lincoln	\$0	0.00	0.00
Iredell	\$0	0.00	0.00
Gaston	\$34,000	0.16	0.03
Catawba	\$28,000	0.18	0.04
Cabarrus	\$0	0.00	0.00
Anson	\$0	0.00	0.00
Alexander	\$0	0.00	0.00
Chester	\$0	0.00	0.00
York	\$29,000	0.13	0.03
Totals	\$6,863,000	2.84	0.58

Source: Economic Modeling Specialists, Inc.

Chart #40
Charlotte-Mecklenburg Photography Store Sales by Index 2010



Source: Economic Modeling Specialists, Inc.

2010 Charlotte-Mecklenburg Region Musical Instrument Store Sales

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 Bureau). Table #22 and Chart #41 summarize sales within these types of businesses in this region. Musical instrument stores had total sales of \$21.6 million, \$8.96 per capita, and the highest 2010 industry CVI™ value within this region: 0.91.

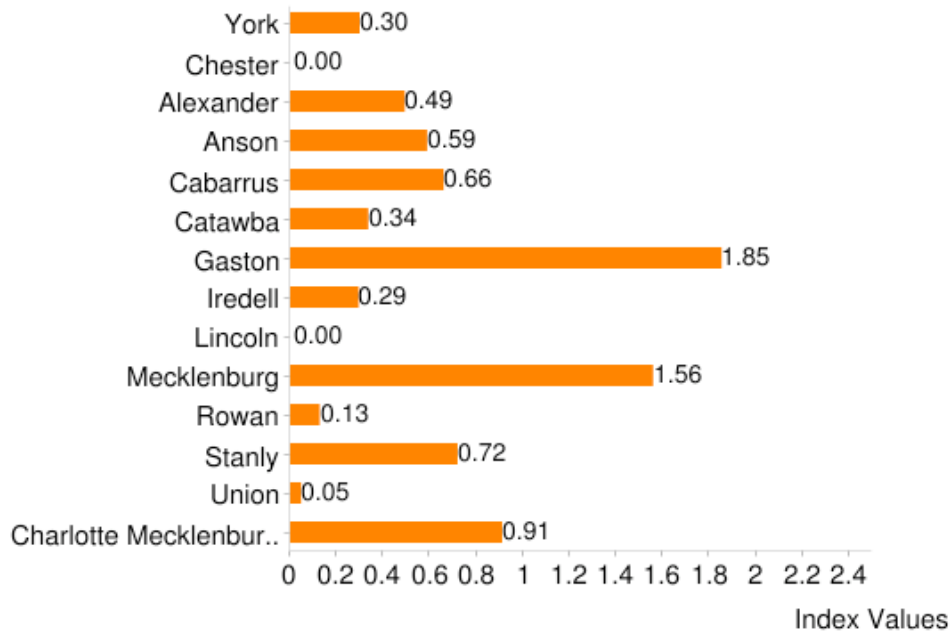
Table #22
Charlotte-Mecklenburg Musical Instrument Store Sales 2010

Region	Musical instrument and supplies stores	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$93,000	0.46	0.05
Stanly	\$428,000	7.06	0.72
Rowan	\$173,000	1.25	0.13
Mecklenburg	\$14,100,000	15.33	1.56
Lincoln	\$0	0.00	0.00
Iredell	\$462,000	2.90	0.29
Gaston	\$3,757,000	18.23	1.85
Catawba	\$509,000	3.30	0.34
Cabarrus	\$1,154,000	6.48	0.66
Anson	\$156,000	5.79	0.59
Alexander	\$180,000	4.84	0.49
Chester	\$0	0.00	0.00
York	\$663,000	2.93	0.30
Totals	\$21,675,000	8.96	0.91

Source: Economic Modeling Specialists, Inc.

Chart #41

Charlotte-Mecklenburg Musical Instrument Store Sales by Index 2010



Source: Economic Modeling Specialists, Inc.

2010 Charlotte-Mecklenburg Region Book and Record Store Sales

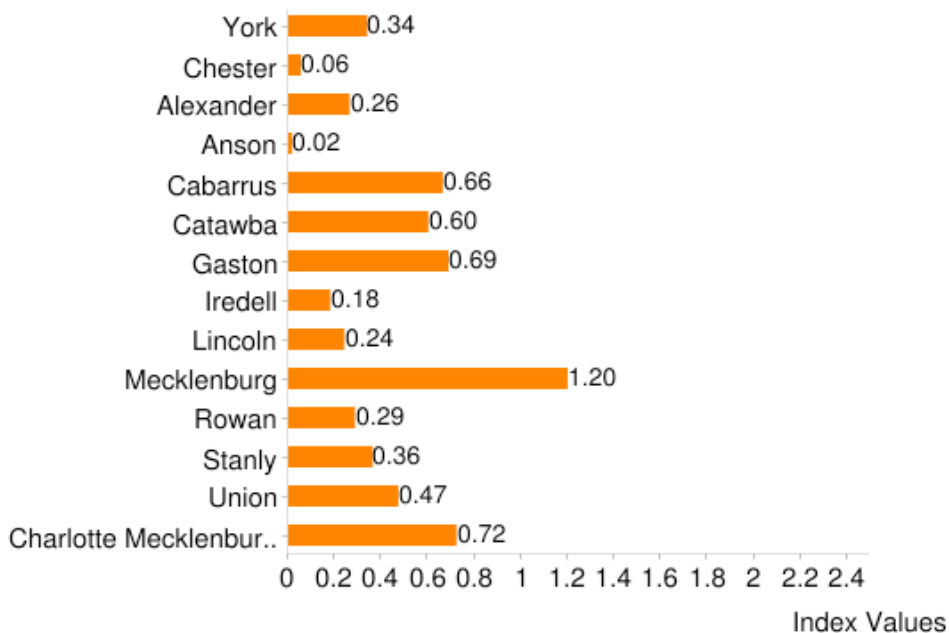
This CVI™ category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs, and records (U.S. Census Bureau). Table #23 and Chart #42 summarize sales within these types of businesses within the Charlotte-Mecklenburg Region. This region had total sales of \$50.2 million, \$20.76 per capita, and a CVI™ value of 0.72 in this category.

Table #23
Charlotte-Mecklenburg Book and Record Store Sales 2010

Region	Bookstore and Record Store Sales	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$2,736,000	13.59	0.47
Stanly	\$632,000	10.43	0.36
Rowan	\$1,140,000	8.24	0.29
Mecklenburg	\$31,672,000	34.44	1.20
Lincoln	\$542,000	6.93	0.24
Iredell	\$828,000	5.19	0.18
Gaston	\$4,072,000	19.76	0.69
Catawba	\$2,668,000	17.28	0.60
Cabarrus	\$3,395,000	19.07	0.66
Anson	\$13,000	0.48	0.02
Alexander	\$282,000	7.58	0.26
Chester	\$52,000	1.57	0.06
York	\$2,204,000	9.75	0.34
Totals	\$50,236,000	20.76	0.72

Source: Economic Modeling Specialists, Inc.

Chart #42
Charlotte-Mecklenburg Book and Record Store Sales by Index 2010



Source: Economic Modeling Specialists, Inc.

2010 Charlotte-Mecklenburg Region Art Dealer Revenues

This category includes establishments primarily engaged in retailing original and limited edition art works

(U.S. Census Bureau). Table #24 and Chart #43 summarize sales within these types of businesses in the Charlotte-Mecklenburg Region. The region had \$19.1 million in revenues, \$7.92 per capita, and an individual CVI™ value of 0.55 in this category.

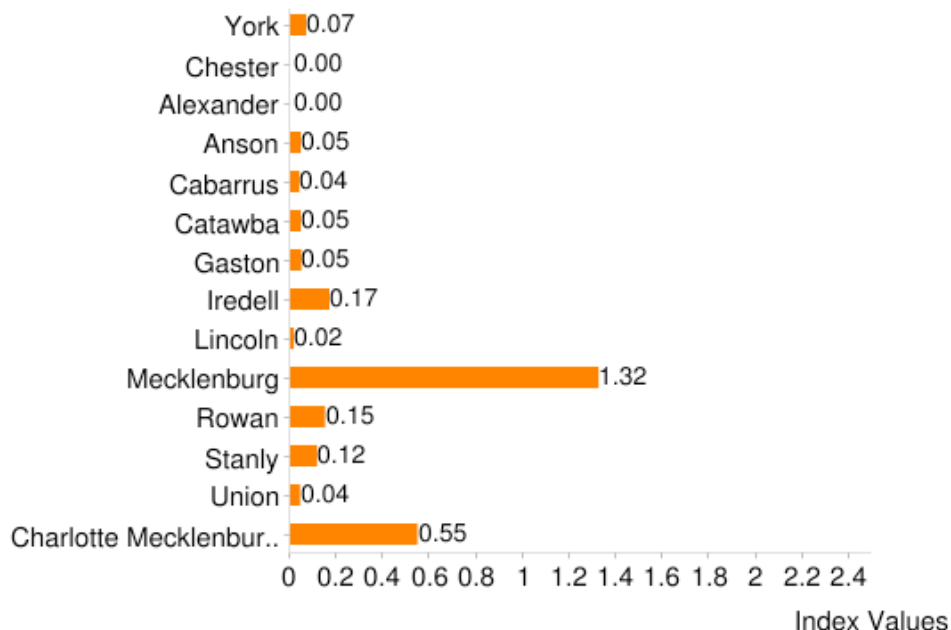
Table #24
Charlotte-Mecklenburg Art Dealer Revenues 2010

Region	Art dealers	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$124,000	0.62	0.04
Stanly	\$102,000	1.68	0.12
Rowan	\$301,000	2.17	0.15
Mecklenburg	\$17,631,000	19.17	1.32
Lincoln	\$18,000	0.23	0.02
Iredell	\$387,000	2.43	0.17
Gaston	\$145,000	0.70	0.05
Catawba	\$103,000	0.67	0.05
Cabarrus	\$103,000	0.58	0.04
Anson	\$18,000	0.67	0.05
Alexander	\$0	0.00	0.00
Chester	\$0	0.00	0.00
York	\$225,000	1.00	0.07
Totals	\$19,157,000	7.92	0.55

Source: Economic Modeling Specialists, Inc.

Chart #43

Charlotte-Mecklenburg Art Dealer Revenues by Index 2010



Source: Economic Modeling Specialists, Inc.

2010 Charlotte-Mecklenburg Region Independent Artist, Writer, and Performer Revenues

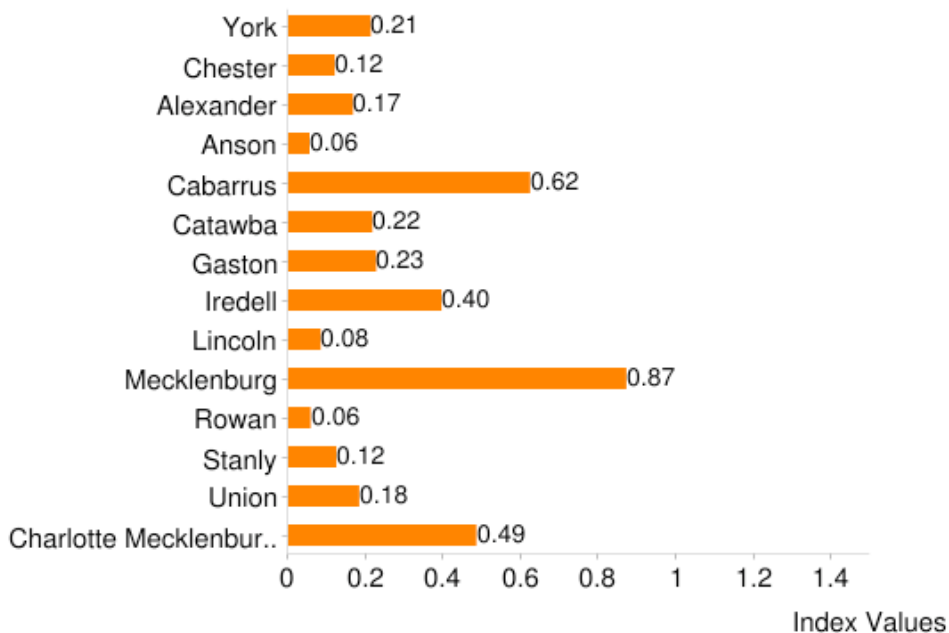
This category includes independent (i.e. freelance) individuals primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing the technical expertise necessary for these productions (U.S. Census Bureau). Table #25 and Chart #44 summarize sales within these types of businesses for this area. The Charlotte-Mecklenburg Region had total revenues of \$127.1 million, \$56.68 per capita, and the lowest CVI™ industry value of 0.49 in this category.

Table #25
Charlotte-Mecklenburg Independent Artist Revenues 2010

Region	Independent artists, writers, and performers	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$4,312,000	21.42	0.18
Stanly	\$877,000	14.48	0.12
Rowan	\$932,000	6.73	0.06
Mecklenburg	\$93,578,000	101.76	0.87
Lincoln	\$767,000	9.80	0.08
Iredell	\$7,358,000	46.15	0.40
Gaston	\$5,461,000	26.50	0.23
Catawba	\$3,907,000	25.31	0.22
Cabarrus	\$12,958,000	72.79	0.62
Anson	\$172,000	6.38	0.06
Alexander	\$726,000	19.52	0.17
Chester	\$463,000	13.97	0.12
York	\$5,628,000	24.89	0.21
Totals	\$137,139,000	56.68	0.49

Source: Economic Modeling Specialists, Inc.

Chart #44
Charlotte-Mecklenburg Independent Artist Revenues by Index 2010



Source: Economic Modeling Specialists, Inc.

2010 Charlotte-Mecklenburg Region Performing Arts Participation Revenues

This category includes theater companies and dinner theaters, musical groups and artists, and other performing

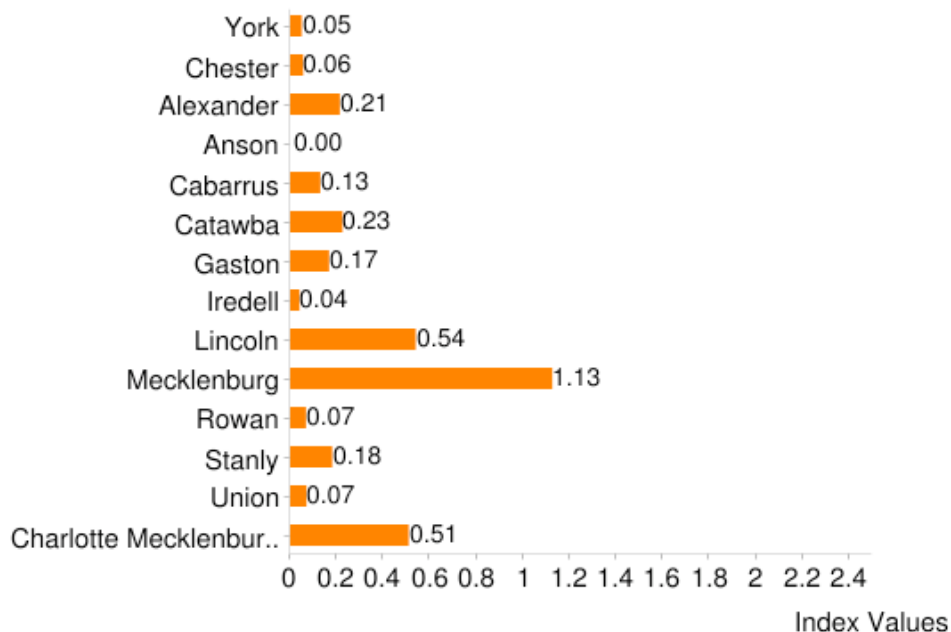
arts companies primarily engaged in producing live theatrical productions (U.S. Census Bureau). Table #26 and Chart #45 summarize sales within these types of businesses in the area. The region had total revenues of \$65.9 million, \$27.15 per capita, and a CVI™ value of 0.51 in this category.

Table #26
Charlotte-Mecklenburg Performing Arts Participation Revenues 2010

Region	Performing Arts Participation	Per Capita	Index
Charlotte Mecklenburg CVI Region			
Union	\$750,000	3.73	0.07
Stanly	\$585,000	9.66	0.18
Rowan	\$504,000	3.64	0.07
Mecklenburg	\$55,211,000	60.04	1.13
Lincoln	\$2,252,000	28.77	0.54
Iredell	\$341,000	2.14	0.04
Gaston	\$1,840,000	8.93	0.17
Catawba	\$1,857,000	12.03	0.23
Cabarrus	\$1,227,000	6.89	0.13
Anson	\$0	0.00	0.00
Alexander	\$423,000	11.37	0.21
Chester	\$99,000	2.99	0.06
York	\$608,000	2.69	0.05
Totals	\$65,697,000	27.15	0.51

Source: Economic Modeling Specialists, Inc.

Chart #45
Charlotte-Mecklenburg Performing Arts Participation Revenues by Index 2010



Source: Economic Modeling Specialists, Inc.

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 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 non-profit-based arts activities.

These entities made great progress in this area. Once the supply and quality of non-profit arts activities was greatly bolstered, however, the public sector funders of the non-profit arts field began to consider how their goals and the work of the non-profit arts were part of a much larger creative system. They also became aware that the non-profit 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 envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of non-profit-sourced arts opportunities. The CVI™ reflects this broader systems-oriented thinking and reinforces the fact that the non-profit 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 non-profit arts community was very late in doing—they included the related for-profit creative sector in a universe normally reserved for non-profits.

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 non-profit 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 non-profit 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 non-profit 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 non-profit 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 non-profit 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 non-profit arts-related activities of an area. Many economic impact studies centered on the arts have focused almost entirely on the non-profit 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 those factors as negative elements that will affect an overall ecosystem. Similarly, if non-profit 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 non-profit sector and make the point that a healthy non-profit 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 values 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 non-profit 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 non-profit 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 cvi.westaf.org to learn more about the CVI™ and how it can be additionally useful.